



# 2011-2012 Impact Review



## Table of Contents

Letter from our CEO.....	3
Overview of Givology.....	4
Our Model of Giving .....	5
Theory of Change.....	7
Year in Review .....	8
Global Impact.....	9
Our Field Partners.....	10
Event Highlights of 2011-2012.....	18
Publishing a Guide to Giving.....	24
Partnership with the M. Night Shyamalan Foundation .....	26
Vision for the Future.....	27
Social Media Strategy and Analytics .....	32
Financial Summary.....	36
Sources of Funding .....	36
Uses of Funding .....	42
Our Community .....	44
Getting Involved .....	45
Our 2011-2012 Volunteers Update .....	49
Campaign Spotlight: Givology's 60 Second Videos Campaign .....	50
Letters: A Message about Messaging .....	51
Our Chapters.....	53
Contact Us .....	54



## Letter from our CEO

Dear Givologists,

In September 2012, nearly four years after our launch, we inaugurated Givology 3.0 – a complete re-design of our web community to match the growth we've experienced! Not only have we vastly expanded our field partner network, volunteer base, and donor community, but we've embarked on a variety of creative initiatives to carry out our fundamental mission of supporting impactful grassroots education causes around the world while *changing the way giving is done*. While maintaining our 100% volunteer-driven model, our network has strengthened considerably with our focus on leveraging creative and innovative ideas to engage the community and inspire action. With focus on building our chapters and growing our network organically, we embarked on several initiatives, including our 12/12/12 campaign and our "Education Gives..." public awareness movement.

I'm very proud to announce our 2011-2012 impact. In our four years of operations ended 9/30/2012, we have raised approximately \$310,000 to support over 3,130 students in 26 different countries through 48 grassroots partners. Our organization has 6,000+ supporters on Facebook, Linked-in, and Twitter, 3,270+ registered donors, 16 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. In 2012, we received the Great Non-profits "Top Rated Non-profit" Award, and published a book, Guide to Giving to share the stories of our incredible partners.

These statistics, however, fail to capture all the individual stories that form the heart of Givology. This year, we welcomed new chapters into our network. From financing a computer lab in Benin and providing an egg a day for school lunches to library construction in rural India and student scholarships and mentoring in Guatemala, we're dedicated to connecting you – our donor network – with innovative, community-driven projects and education causes. We take our motto, "Learn to Give, Give to Learn" very seriously. Everyone has something to share, whether it is time, resources, and skills, and we appreciate every contribution that you have given us!

In reviewing our operations for the last year, we want thank our community, volunteers, and supporters – our work would be impossible without your dedication, passion, and commitment. As always, our philosophy is one of continuous improvement and creating imaginative campaigns to stimulate dialogue about education. If you have any feedback or suggestions, please contact me at [joyce.meng@givology.org](mailto:joyce.meng@givology.org) – we'd love to hear from you.

With Warmest Regards,



CEO and Co-Founder, Givology



As part of our "Education Gives..." campaign, we were out in the park engaging the community

## Overview of Givology

### Vision

***Give to Learn, Learn to Give.***

Around the world, more than 115 million children of primary-school age are not in school, and even more do not have the opportunity to pursue secondary school or higher education. Poverty is one of the principal causes. Givology's primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation.

The transformational powers of knowledge and a good education are undeniable. However, for many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income.

At Givology, we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation. Givology democratizes philanthropy by allowing any Internet user to impact the lives of students in need of educational assistance. It's not just about making a donation, but rather, engaging on a personal level and making giving an *active act*. We truly care about the community aspect – of blogging, messaging, writing letters, tracking your impact, and participating in an ongoing dialogue on creative ways to empower children throughout the world.

Givology is a means by which any Internet user who wishes to support basic education abroad to confidently give – to give quickly and directly, to give with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency.

### Mission

***Leveraging small donations to make a difference.***

Givology is an Internet online marketplace that empowers individual donors to connect with students and communities in need of financial aid to continue education or improving on education. Givology's project and student scholarship grants are pre-screened, monitored, and delivered by local grassroots non-profit organizations and schools. We post grant profiles that meet the highest standard of dollar impact, quality of education delivery, and social return. The vast majority are less than \$500, which increases the accessibility of educational charity to supporters from all financial backgrounds. The small denomination of both the donations and the size of requested grants enable a quick turnaround of funding and disbursement.

By leveraging the Internet to support education for students and projects, Givology simultaneously creates a global community of people connected through their belief in the power of education. A secondary mission of Givology is to create a social web, irrespective of geographical boundaries, that encourages dialogue among our non-profit partners, donors, beneficiaries, and the Givology team of executive members, chapters, fellows, and volunteers.

In developing and developed worlds, education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. Givology is a means to expand the notion of transparent philanthropy and introduce efficacy into the closing of the education and knowledge divides.



Children having fun on the playground  
(Sri Lanka)

## Our Model of Giving

Givology is founded on the principle that donors should always have the right to not only choose their cause, but to also have a proactive involvement in the tracking of their contribution, no matter the size of their contribution. Through Givology's web interface, any Internet user can browse student and project profiles, as well as read student and project blog updates, containing photographs, scanned letters written by students, academic transcripts, and videos. Afterwards, by registering on the site and adding money to an online wallet, Internet donors can choose to allocate their funds in the way they prefer. Likewise, Givology works with innovative grassroots education organizations in the developing world to raise awareness and funding for student scholarships and education projects that would otherwise escape the attention of prospective donors.

The most unique aspect about Givology is our ability to facilitate **one-to-one connections** between donors and students. Through Givology's messaging system, donors can send students a letter of encouragement and ask about their lives, their aspirations, and the challenges they face. On a regular basis, Givology aggregates and prints out letters from donors and sends a package to the student. Once the student responds, Givology then scans and uploads student responses to their blog. Through online giving teams and web messaging, Givology connects Internet users in the developed world to rural villages and students far across the world. It's not just the financial contribution that makes a difference in a child's life – rather, it's your direct encouragement in helping them overcome the challenges they face through letters and communication.

Our model of giving is summarized below:

1. **Givology partners with credible, community-based non-profits and schools** that support innovative grassroots education initiatives or student scholarships in the developing world. We take pride in identifying community-based organizations that meet the highest standard of impact after conducting a vigorous due diligence process involving formal documentation, site visits, interviews, and a thorough review. In forming the partnerships, Givology targets organizations that are very locally-oriented and nimble – grassroots organizations that often lack the publicity and marketing resources of larger organizations or do not have a competitive Internet strategy for fundraising and awareness-building. Once the partnership is approved, Givology posts project and student information on the web to begin the fundraising process. Free translation services are provided to all partners. A sample project profile can be viewed here (<https://www.givology.org/~lflearning/>), while a sample student profile can be viewed here (<https://www.givology.org/~gshen/>). Partners are asked to provide a detailed break-down of the use of funds and are committed to spending the funds as indicated.
2. **Internet donors access Givology's website, register an account, and browse student and project profiles.** Reading the stories and profiles of the projects and students is truly inspiring, and donors can filter the student and projects available for sponsorship among different dimensions, such as geographic locale, age, academic field, among other demographic and social variables. Donors are highly encouraged to create a complete profile on Givology and post their own thoughts to their blog to share insights and inspirations with the greater community.
3. **Through Google Checkout, donors add money to their wallet, and then can allocate money to students and projects, as well as use our innovative messaging system.** Through the web messaging function, donors can send a message to the student or project leader, asking for a progress update and the receipt of funds, or just providing a general letter of support and solidarity.



**Have a dream? More Than Me (Liberia) provides education to girls**

4. Once a student or project is fully-funded, Givology sends a check to the partner organization, which is then responsible for delivering the amount of the money to the student or the project beneficiaries.
  
5. On a quarterly basis, the partner organization is responsible for providing a progress update. Progress updates come in the form of videos, photos, letters from students, and academic transcripts, among many other forms. Givology downloads all donor messages and sends them to the student or project beneficiaries to facilitate cross-cultural communication and dialogue. Progress notifications are automatically delivered to the donors in support of that particular student or project.
  
6. Givology fellows travel throughout the world, visiting rural villages, school, or project sites sponsored by Givology. Acting as the eyes and ears of donors, fellows provide photos, videos, and commentary to supplement the project and student updates. Fellows describe their experiences in their field, bringing back their insights to the greater Givology community, while providing our partners with needed help. Fellows write in a journal and post pictures, which is all available online at our site: <http://www.givology.org/blogs/>
  
7. Givology chapters (started at high schools, universities, local churches, etc.) and Giving Teams serve to accentuate the social networking aspect of the site. Chapters and teams raise money, hold local fundraising events, and help identify new partnerships that Givology should consider forming. Chapters are truly foundational to Givology – anyone can make Givology part of their local community. To learn more about starting a chapter, please visit: <http://www.givology.org/get-involved/start-chapter/>

As a 100% volunteer-driven organization, we not only leverage small dollar donations to make a difference, but aggregate small time donations by our network of supporters to further our cause. From translation and web design to partnership support and blogging, Givology has over 90 members contributing to our philosophy of microphilanthropy for education.

## Technology in Rural Villages

Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. In 2011, one of our goals is to provide each sponsored student or school with a computer, web camera, digital camera, and Internet connection. By providing these technological resources, students have access to better learning materials and the opportunity to expand their horizons beyond the village, thus increasing their overall sense of self-empowerment and available opportunity. Likewise, the provision of these resources enables students and schools to connect to Givology's community itself and provide updates directly, rather than through the partner organization, creating a global community in support of the transformative potential of education. We emphasize technology education in the projects and partners that we support, from our support of Turning Point Trust's e-book project in the slums in Kenya to Technology Education Crossing Culture's (TECC) computer training in rural China.



A message of hope from the slums of West Point (Liberia)

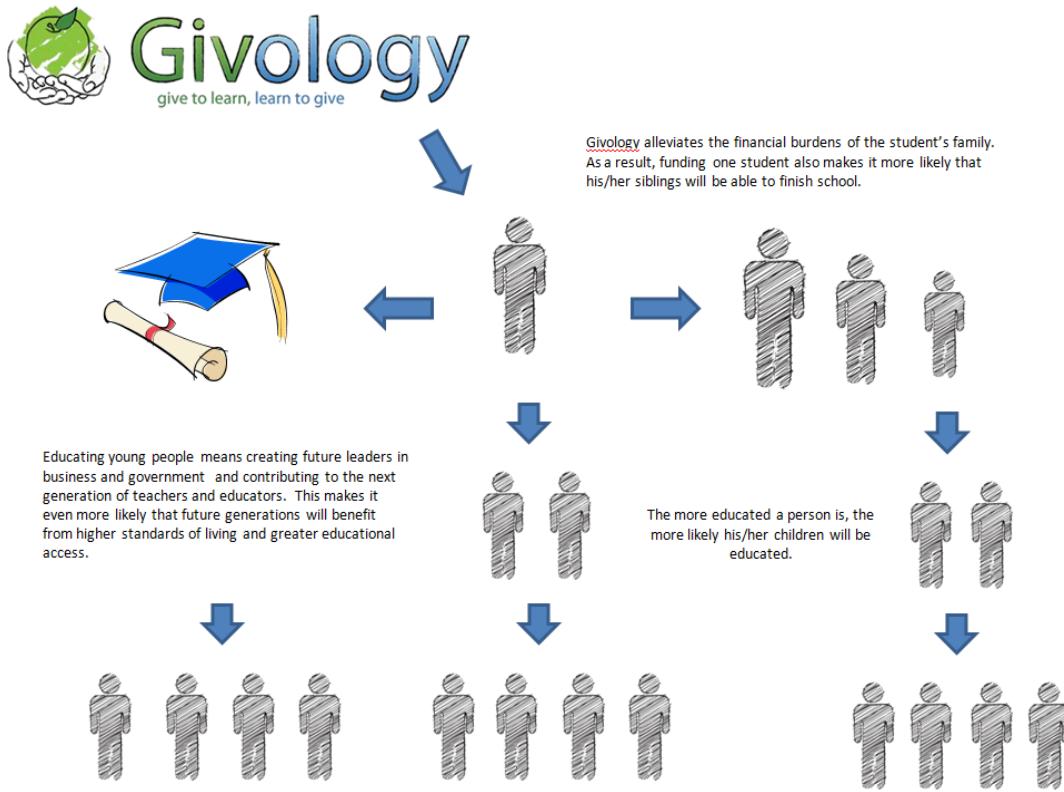


**Happy Baraka student (Kenya)**

Rather, it's the feeling of being connected to a greater global community that creates a sense of hope and conviction in the future. As an online interact, we hope that one day by bringing technology to our partners, we're able to global conference calls, Skype training sessions, among other innovations to truly support our grassroots partners strategically and to foster deeper connections.

### Theory of Change

Givology democratizes education philanthropy through the Internet, and mobilizes the collective impact of many small donations in breaking down educational barriers in the developing world. More specifically, Givology-sponsored students can attend school, which leads to personal development and more career options upon graduation. Givology projects also help to increase quality of education through teacher training, library building, and school renovation. Educated families are more likely to send their children back to school, creating "intergenerational educational benefits". On the donor end, Givology hopes to create a movement that integrate education advocacy, giving and personal connections in the donor community.



## Year in Review

The following table summarizes our total impact to date since inception. We are pleased to announce that in three years of operations, we have raised approximately \$310,000 to support over 3,130 students in 26 different countries through 48 grassroots partners. Our organization has 6,000+ supporters on Facebook, Linked-in, and Twitter, 3,270+ registered donors, 16 chapters started at universities, high schools, and various cities, 30 core team members and 90 volunteers globally. Since our founding, we received the Intelius Award for "Best Student-Run Social Enterprise", received a "Top Education Non-profit" rating from GreatNonprofits for multiple years, and was selected as one of the "Top 100 Student-Run Enterprises in the United States" by the Kairos Society for Entrepreneurship. As we formed new connections through social media, we were extremely pleased to be featured in Nicholas Kristof's inspiring book Half the Sky, Vivanista, MTV Act, New York Times, among other print and media sources.

GIVOLOGY'S IMPACT	
<b><i>Our Impact</i></b>	
Online donations	114,898 <sup>1</sup>
Proceeds from fundraisers	116,993
Grants and Other	76,182
Total Funding Raised	308,073
Fully Funded Students	130
Fully Funded Projects	40
Partially Funded Students	67
Partially Funded Projects	18
<b><i>Our Network</i></b>	
Chapters	16
Donors	3,270
Core team members	30
Fellows + interns	35
Volunteers	90
<b><i>Our Partners</i></b>	
Number of Partners	48
Number of Countries Reached	26
<b>Total Impact (Fully funded Students Helped)<sup>2</sup></b>	<b>3,130</b>
Total Impact (Including Partial Funding)	4,540

2011-2012 was a transformational year in many regards as we have gained traction within the online giving space, and embarked on an aggressive growth plan to expand our geographic reach, pace of fundraising, and scale of operations. With our unveiling of the new website in September 2012, we have even more ambitious plans for 2013!

<sup>1</sup> This figure does not fully match with the "total impact" count on our website because it includes general cash donations on the website and cash remaining unallocated in user accounts (ie: donors who made payments to wallet, but did not

<sup>2</sup> Conservatively assumes that each project benefits an average of 75 students (see individual project profiles for the detailed count), only counts fully funded



## Global Impact

The map below shows the locations of our Givology partners, extending across Latin America, Africa, and Asia. Each year, we hope to further grow our network of field partners, supporting innovative grassroots education initiatives one village at a time. More details about our field partners and education initiatives can be found below. Currently, our partners work in the following 26 countries: Afghanistan, Argentina, Benin, Brazil, China, Colombia, Ghana, Guatemala, Haiti, India, Indonesia, Kenya, Liberia, Mali, Malawi, Mexico, Nepal, Pakistan, Paraguay, Peru, Rwanda, Senegal, Sri Lanka, Uganda, Vietnam, and Zimbabwe.



The main hub of our Givology team is based in Philadelphia at the University of Pennsylvania campus and New York City, but our core team members span across the United States, from California to Boston. Our donor network is highly global, with supporters across North America and Europe, as well as chapters in Beijing and Seoul. Given the scalability of our online community, we're enthusiastic to see donors registered from across the world.

Our philosophy at Givology is that the spirit of giving and community transcends boundaries. Even if a student resides in an isolated rural village, he or she can connect to global supporters and feel integrated. We make it our mission to foster these connections, one student and one community at a time.



## Our Field Partners

Givology partners with leading grassroots non-profit organizations, local communities, and schools to sponsor education grants and innovative community-based education projects. We spend a lot of time screening potential partners and reaching within our network to identify impactful causes to support. The formation and management of partnerships constitutes the backbone of Givology's impact, and more importantly, the foundation of our credibility.

## Benefits of Partnership

In creating a community of giving, we provide a variety of services to grassroots partners. The benefits of becoming a Givology partner are multifold - we open up a substantial new source of funding for our partners' operations from both online and offline sources, spread awareness about our partners' progress and initiatives through social media and blogging, assist in the recruitment of volunteers and interns, connect our partners to chapters, and aid in social impact monitoring and analysis. Since we have access to a broad base of Internet donors, our partners benefit from our peer-to-peer (P2P) platform and numerous marketing and fundraising activities. In addition, we provide translation support. In return, all that we ask for are regular updates about the progress of the student or project to inform our donor base about the impact of their contributions. Our partners depend on Givology for open dialogue and discussion about their priorities and needs, and we rise to the occasion by supporting them in the means we have available. In general, we provide five major functions for our partners:

1. **Online Fundraising:** We post profiles of the projects and students that our partners are currently supporting, leveraging our donor network to crowd source the required funds. Given our philosophy of generating the largest impact for each dollar raised, 100% of the funds raised online goes to our partners with Givology absorbing all fees. This ensures the greatest transparency for each donor's contribution.
2. **Offline Fundraising:** To help smooth online funds, the Givology team and chapters hold fundraisers in cities and high school/college campuses to supplement the funds raised. When a partner requires contingency funds for a needed project, we're able to jump in by holding joint events in which 100% of all proceeds net of event costs go to the partner.
3. **Marketing / Social Media Support:** With our extensive social media network, we assist partners in broadcasting their campaigns and latest updates, as well as raising awareness for their activities.
4. **Volunteer Recruitment:** If partners desire volunteers, interns, and/or fellows to work on location in the field or even remotely through the Internet, we're able to screen candidates and assist with staffing needs.
5. **Strategic Initiatives:** As a new program started in 2011, we're excited to provide partners with access to free grassroots consulting from experienced young professionals and graduate students. Through these connections, partners can get an external perspective on critical issues such as measuring performance, curriculum development, scaling strategy, among other strategy concerns.

As we grow, expanding our network of partners emerges as a key priority. We encourage organizations to apply, and for our donor base to recommend potential partners that we should actively pursue. To learn more



Asha Foundation students at recess (India)

about becoming a partner of Givology, please visit the following link to download and submit an application:  
<http://www.givology.org/who-we-are/partnerships/>

The table below highlights key basic information about our 48 partners in 26 countries.

Name	Countries	Notes	New in 2012
<b>Age Africa</b>	Malawi	AGE Africa's mission is to create life-changing opportunities for young women in Malawi through targeted initiatives in education, mentoring and leadership development. Givology is supporting individual student scholarships	✓
<b>Ahead Energy</b>	Uganda	Ahead Energy works with schools to provide on-site alternative energy through wind, solar, and biogas. Givology has supported the installation of solar panels in Uganda and Kenya	
<b>Amar Seva</b>	India	Amar Seva is a school that provides education for children of domestic workers and rickshaw pullers in Jaipur. Givology has funded a long term scholarship fund that generates annual interest to fund tuition for needy families	
<b>Arlington Academy of Hope</b>	Uganda	AAH works to transform rural Uganda into vibrant, self-sustaining communities through quality education and healthcare through model schools and clinics. Givology funded a project in Bududa to provide teacher' classroom supplies	✓
<b>Asha Samajik Vidyalaya</b>	India	Givology provides funding for the Gonwara community center, which offers extracurricular activities and support classes for students	
<b>Baraka Children's Center</b>	Kenya	Baraka is a home for destitute children, orphans, street children, and other vulnerable children. Givology has supported the construction of latrines, individual student scholarships, and drought relief provisions	
<b>Beijing Western Sunshine Foundation</b>	China	Givology funds student scholarships for students from rural villages hours outside of Beijing, as well as support for library construction, teacher training, and funding of a kindergarten learning center	



<b>Buen Pastor</b>	Mexico	Buen Pastor is an “internado” (a form of foster home) for girls who come from difficult backgrounds. Givology has helped purchase school uniforms for the girls in the school
<b>Carolina for Kibera</b>	Kenya	Founded in 2001, Carolina for Kibera is based in the Kibera slum of Nairobi, Kenya and is devoted to local solutions via grassroots leadership. Givology is raising money for 9 students' education and leadership training <span style="float: right;">✓</span>
<b>Cercle Social</b>	Benin	Cercle Social's mission is to improve access secondary education for vulnerable youth in Benin. Givology is currently raising funding for various student scholarships
<b>Circle of Peace School</b>	Uganda	The Circle of Peace School is a family-run school that provides primary education to kids who would otherwise be unable to pay tuition. Givology funds student scholarships for orphans, as well as raised funding for the relocation of the Lower Campus and the purchase of land for expansion
<b>D.O.V.E Fund</b>	Vietnam	The D.O.V.E fund was started by Vietnam war veterans to support the reconstruction of Vietnam, starting with schools. Givology is currently raising funding for student scholarships
<b>Ecuador Sostenible</b>	Ecuador	Ecuador Sostenible focuses on supporting society's vulnerable and marginalized, including street children, the disabled, and the poor through economic, cultural, and social development projects. Givology supports student scholarships
<b>Educate!</b>	Uganda	Givology provides scholarships to young leaders in the Educate! community enabling them to complete their education and contribute back to local communities
<b>Emerge Global</b>	Sri Lanka	Emerge Global supports Sri Lankan girls, ages 10-18, who are housed in protective shelters due to sexual abuse or the threat of abuse. The main program involves teaching the girls beading and selling the products that they create. Givology is raising funding for education and empowerment programs

<b>Emmaus Road Foundation</b>	Colombia	Givology funds student scholarships of students supported by the Emmaus Road Foundation Network, which supports community development and empowerment
<b>Evershine Foundation for Education</b>	India	Givology provides student scholarships to elementary school children at this free English-language private school for disadvantaged children
<b>Flying Kites</b>	Kenya	Givology supports the holistic education of orphans at Flying Kites' Kinangop Children's Center
<b>Free the Children</b>	Kenya	Givology provides funding for a school lunch program to improve school attendance and concentration
<b>Give Opportunity</b>	Argentina	Givology provides scholarship assistance to high performing, but needy students in the urban center of Cordoba
<b>Global Peace Exchange</b>	Rwanda	Givology supports an English Education program at Bukomero Primary School
<b>Kabultec</b>	Afghanistan	Givology is currently raising funding for literacy programs for couples, as well as textbooks and school materials for the Aybak Orphange and underfunded public schools
<b>Kakenya Center for Excellence</b>	Kenya	The Kakenya Center is a primary boarding school focused on girls' education for the most vulnerable and underprivileged Maasai girls. Givology has raised funding to purchase uniforms
<b>Keframa College</b>	Uganda	Givology provides scholarships for secondary school students in this school in war-torn northern Uganda, aiming to provide comprehensive care
<b>La Vallee Community</b>	Haiti	Givology provides scholarships for elementary and secondary school children. Post-earthquake, we mobilized efforts for school reconstruction. La Vallee currently requires funding for the construction of a school kitchen to enable food donations from the World Food Program.
<b>More Than Me</b>	Liberia	More Than Me focuses on girls' education in the most challenging slums of West Point. Givology is currently raising funding for individual student



		scholarships, as well as an empowerment community center
<b>Nanubhai Education Foundation</b>	India	Givology funded the construction of a library and the purchase of books. Nanubhai focuses its effort on Kadod, a small rural town in rural Gujarat
<b>Ouelessebougou Alliance</b>	Mali	The Alliance partners with citizens of 25 rural villages to deliver sustainable development projects in the areas of health, education and economic development. Givology has raised funding to repair and refurbish the Solo Village School
<b>Peach Foundation</b>	China	As our first partner, Peach has received two full rounds of funding from Givology for students, selected from rural villages based on financial need and academics. The letters from Peach School students are truly inspiring – do explore. (You can read Ran Haqing's letter in this report)
<b>Phelex Foundation</b>	China	Givology provides funding for Phelex's self-sustainable projects via school operated work-study programs, educational partnerships, communal participation and volunteerism
<b>Rural China Education Foundation</b>	China	RCEF is dedicated to promoting education in rural China through evidence-based, research methods. Givology funded the construction of a library and nutrition programs at Guan Ai School
<b>Schools for Asia Educational Foundation</b>	Sri Lanka	SAEF's main project is the Beacon Hill Academy founded in a tea-picking region in Sri Lanka. Givology provides support for intensive English training and vocational development for youth at the Academy
<b>Seeds of Africa</b>	Zimbabwe	Givology helps Seeds of Africa raise awareness and funding for students who demonstrate great academic potential, but high financial need
<b>Sheed Society</b>	Pakistan	Sheed is a small NGO assisting children of oppressed mothers in Lahore. Givology funds teacher training programs, aiming in particular to support girls' education
<b>Shining Hope for Communities</b>	Kenya	Givology currently supports various programs associated with the Kibera School for Girls, including school lunches, arts education,



		empowerment enrichment programs, and classroom refurbishment
<b>Skip Peru</b>	Peru	Givology funds student scholarships, and a primary education program designed to combat the structural violence of poverty in the local community preventing access to education
<b>Solar Meninos de Luz</b>	Brazil	Givology funds administrative support for a philanthropic school operating in the favelas (slums) of Rio de Janeiro
<b>Starfish One by One</b>	Guatemala	To support the work of our newest partner, Givology provides scholarship assistance to girls, as well as funding for the mentorship of the girls to ensure their empowerment and attendance of school
<b>Tanzanian Children's Fund</b>	Tanzania	The Tanzanian Children's Fund (TCF) is dedicated to improving the lives of marginalized children in the Karatu region of Northern Tanzania
<b>Tea Leaf Trust</b>	Sri Lanka	Givology is raising funding for education and emotional health programs for the children of tea leaf workers, as well as individual student scholarships
<b>Team Tobati</b>	Paraguay	Givology supports student scholarships at the Instituto Cultural Reinaldo Macchi, designed to delivery quality education to the region's rural villages
<b>Technology Education Crossing Cultures</b>	China	Givology supports the purchase of books for a library and an extracurricular program to empower the children of ethnic minorities discriminated against in the city system
<b>Titagya Schools</b>	Ghana	Titagya focuses on providing early education in northern Ghana to promote aptitude at the youngest age. Givology has funded individual student scholarships
<b>Turning Point Trust</b>	Kenya	Turning Point Trust operates in the Kibera slums with the focus on holistically helping vulnerable children and their families. Givology has raised funding for a street children rehabilitation project and an e-book advocacy program



<b>Uganda Village Project</b>	Uganda	The Uganda village project provides comprehensive needs to the people of Iganga for public health and education. Givology will support a new cohort of students starting the next academic year
<b>VIDA</b>	Ghana	Givology raises funding for the Queen Esther School in the form of supplies
<b>Women for Girls</b>	Senegal	Givology provides large scholarship support and funding for community programs for girls in rural Senegal
<b>Yonso Project</b>	Ghana	Yonso Project provides student scholarships and education support to rural communities in Ghana cross-continentally. Givology provides funding for 9 individual student scholarships
<b>Total :</b>	26 countries	48 partnerships

Since our partners are responsible for disbursing the funds to the student and project and providing periodic progress updates from the student and project, Givology requires that potential partners meet a high standard of accountability. Through our website, you can learn more about our partner initiatives and scholarships, and choose which causes to adopt as your own. Please visit:

<http://www.givology.org/our-community/field-partners/>

## Selected Partner Stories from the Field

Givology not only helps our partners with fundraising as an online channel, we often directly collaborate with them offline as well. Telling the stories of our partners in innovative ways is often just as valuable as collecting donation dollars. These stories illustrate to donors and Givologists how each person has and can tangibly affect another's life. From traveling to our partner sites to collect stories, artwork, and progress reports on our students to planning art exhibitions and elegant fundraisers, Givology works side-by-side with our field partners to realize our mutual dreams of improving the state of education worldwide.

You can find three stories that we have selected to share with you from Givology's work with Circle of Peace School, More Than Me, and Buen Pastor.



### Circle of Peace School



Givology works with the Circle of Peace School in Uganda, where most students are AIDS orphans and underprivileged with basic necessities. Givology's CEO Joyce and another Givologist visited the Circle of Peace School to try to help current conditions and think of ways to raise funding for the school.



Givology supported the school by asking the students to each draw a picture of what they wish to have and these pictures were then sold for \$50 each in the \$50 Campaign in New York. Each drawing priced at \$50 was the amount that was required to provide one student with the basic food and schooling for one year.

The Circle of Peace School which started off as an empty piece of land with crowded conditions now received resources to feed and support children to attain an education. Hoping to expand their efforts to more children who are less privileged and do not have the money to attend school, Givology continues to raise funds to support the Circle of Peace School in Uganda.

### More Than Me



The More Than Me Foundation is a partner located in Liberia that hopes to help girls attain an education and take control of their futures. In these ways, More Than Me offers Liberian girls the opportunity to attain entrepreneurship and skills that will keep them off the streets or laying victim to child prostitution.



Many girls are forced to sell drugs or choose prostitution due to their abject condition and the boundaries enclosed upon them by poverty. Without skills to be independent, Liberian girls are thus forced to choose the streets. However, all this changed with the More Than Me Foundation which strives to change this trend by offering girls an education which reduces poverty.

Givology supports More Than Me by offering funding and donations that come from emotions to give these vulnerable girls hope for a future. In January 2012, Givology and More Than Me fundraised over \$20,000 in an event called "A Night of Promise" to build a school in Liberia to help girls get an education.

### Buen Pastor



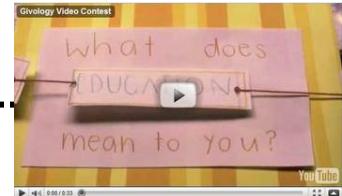
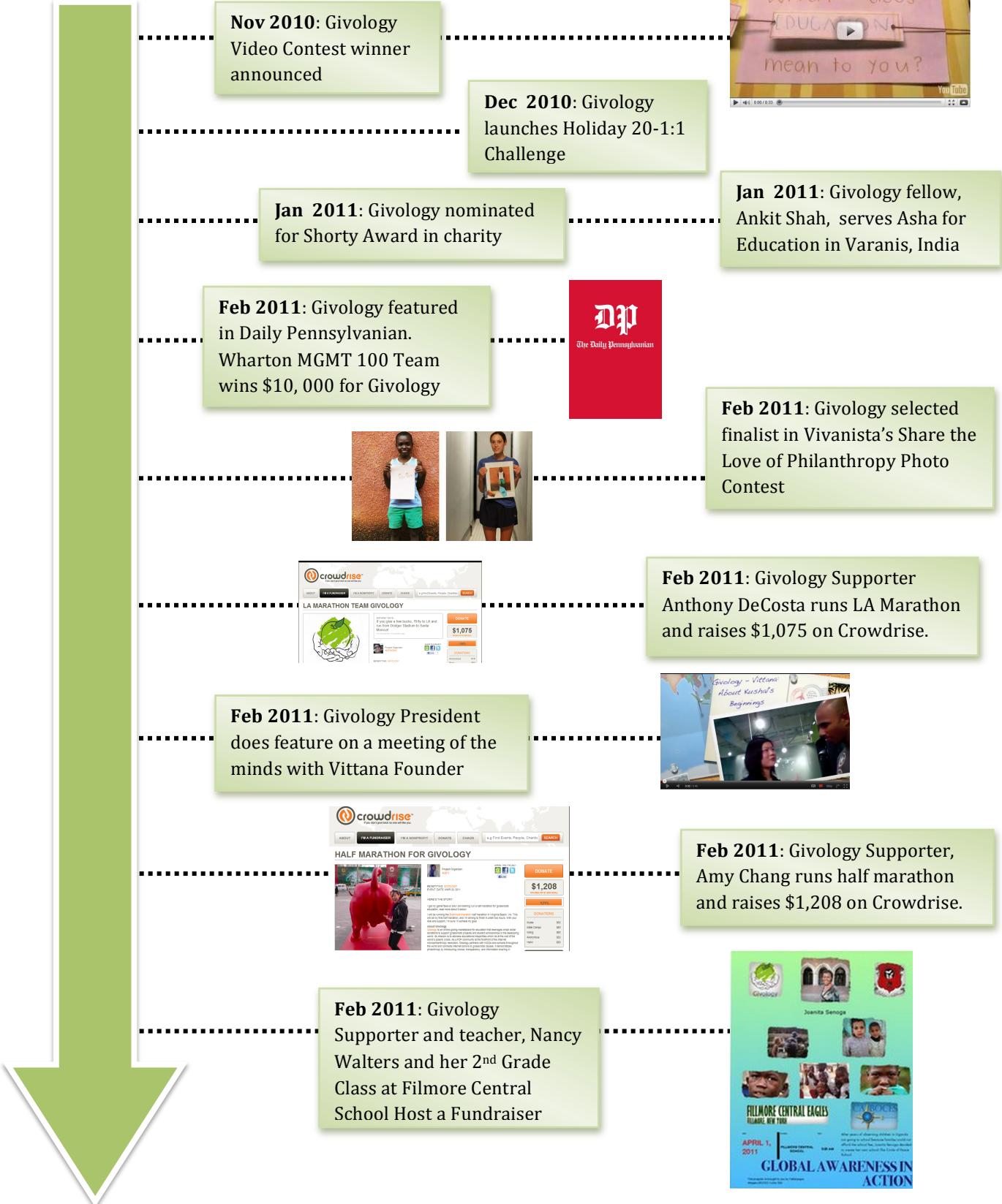
Buen Pastor is a convent that offers shelter and foster care for traumatized women and girls in Guanajuato, Mexico. In January 2010, Katie Clancy started Colectivo T.A.N. 473, a project and community based art program for the girls at Buen Pastor. Although Colectivo T.A.N. 473 is housed in Buen Pastor, the program has expanded and now helps local and international artists and educators serve several of the city's neighborhoods.



At the "Make Your Mark" July 2011 launch event with the M Night Shyamalan Foundation, Givology partnered with Katie to help promote and sell the artwork that her girls created. All Buen Pastor artwork sold that night would go towards their school uniforms.

Givology also collected photographs and artwork from other partners to display and sell to the over 300 guests who attended. The launch event raised over \$15,000 and resulted in increased direct donations to Buen Pastor online.

## Event Highlights of 2011-2012





**Feb 2011:** Givology participates in Ford Focus Global Test Drive event near Madrid, Spain



## Mashable

**Mar 2011:** Givology runs first Twitter and Facebook giveaways



**Mar 2011:** Givology hosts \$10K for 10 Schools in NYC

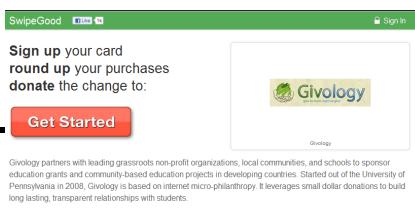
**March 2011:**  
Givology CDO featured in Mashable



**Mar 2011:** Givology featured on MTV ACT

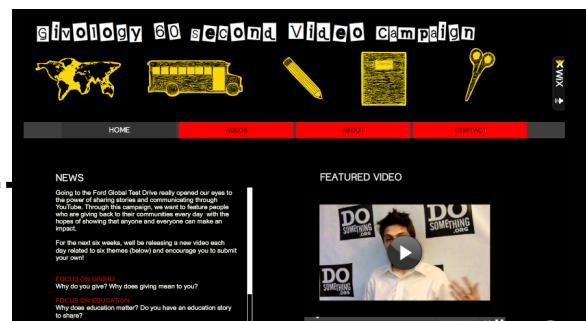


**Mar 2011:** Givology Announces Social Business Partnerships



**Apr 2011:** Givology launches SwipeGood debit and credit card donations campaign

**Apr 2011:** Givology launches 60 Second Video Campaign, 60 Days of videos featuring leaders in education





**June 2011:** Givology announces partnership with JoinFite

**June 2011:** Givology receives Daily Gobble sponsorship



**June 2011:** Givology releases Father's Day Video and Gift Campaign



**June 2011:** Givology hosts Part I of Make Your Mark Campaign, an outdoor art exhibition to collect fingerprints on the giving map



**June 2011:** Givology Make Your Mark Campaign Featured in the Korea Times



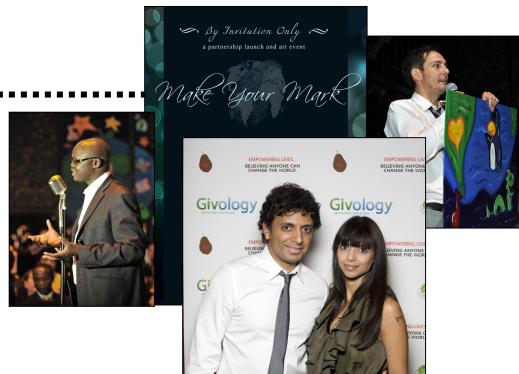
**July 2011:** Givology launches 4th of July Twitter contest

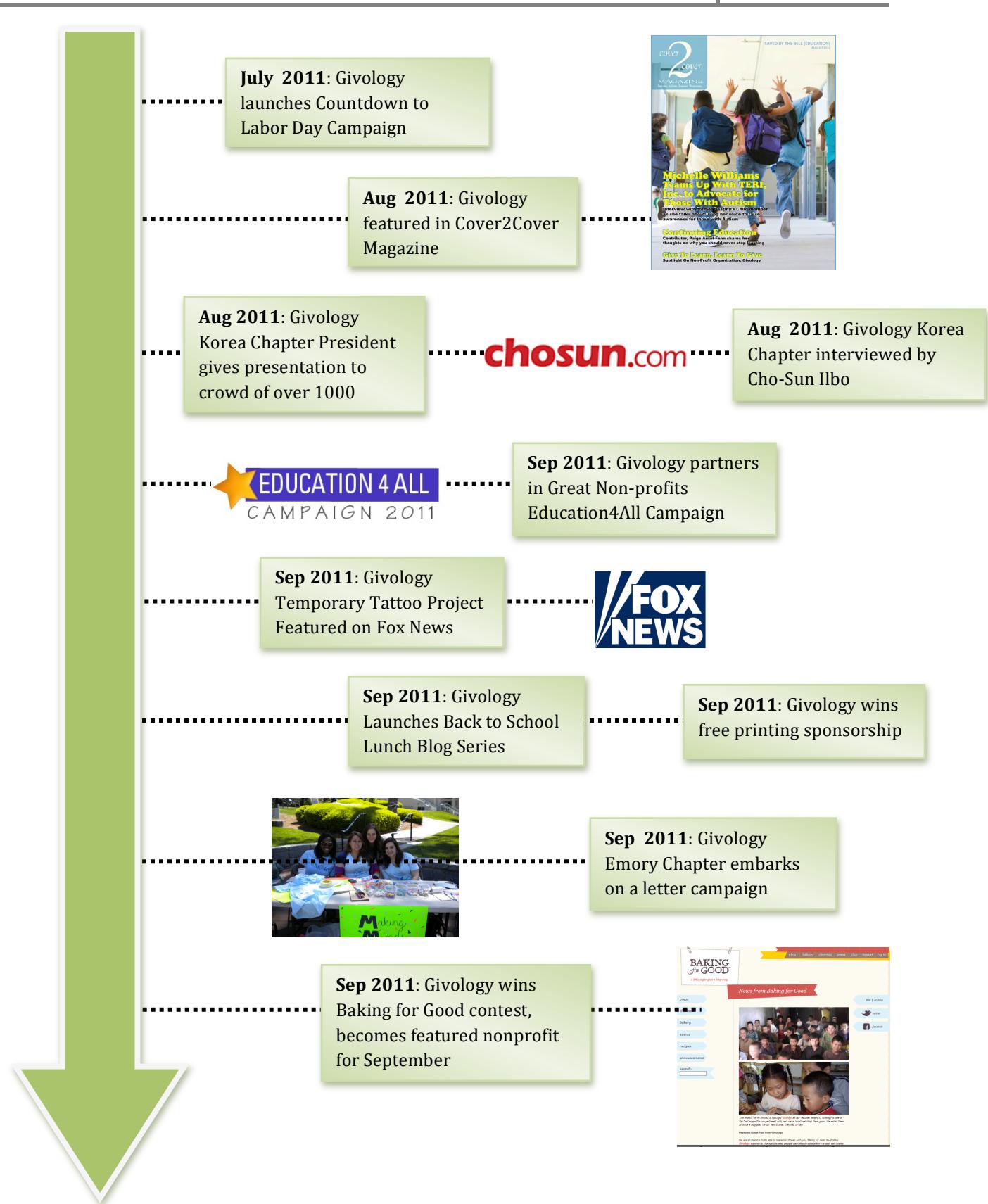


THE TEMPORARY TATTOO PROJECT

**July 2011:** Givology volunteers Robyn Fukumoto and Lauren Sauma host The Temporary Tattoo Project to benefit Flying Kites

**July 2011:** Givology hosts joint event for Partnership Launch with M. Night Shyamalan Foundation and Part II of Make Your Mark Campaign







**Oct 2011:** Givology kicks off 2011 Letters Campaign at Emory University



**Oct 2011:** Givology Emory Chapter hosts bubble tea fundraiser



**Oct 2011:** Givology announces Meaning of Giving book project  
[www.meaningofgiving.org](http://www.meaningofgiving.org)



**Nov 2011:** Givology hosts Tea for Sri Lanka, tea party and brunch event in NYC



**Nov 2011:** Givology Penn Chapter partners with Sugar Philly Truck for Giving is Sweet Campaign



**Nov 2011:** Givology Penn Chapter hosts M. Night Shyamalan Wharton Leadership Lecture

**Dec 2011:** Givology supporter, artist Tia Tuenge will host gallery show with her 8 year old daughter and daughter's class

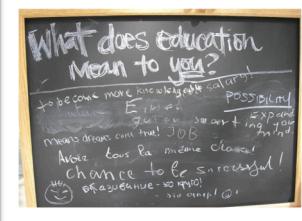
**March 2012:** Givology and Shining Hope will host event with 100% of proceeds matched by the Newman Foundation



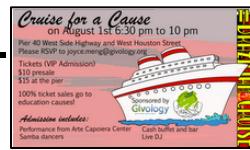
**Apr 2012:** Givology, MNSF, and website development firm Lightmaker start iterating on Givology's new website wireframes.



**May-Aug 2012:** "Education Gives..." public campaign begins where the NYC Chapter collected responses from over 200 people outdoors.



**Aug 2012:** Givology raises over \$500 on its "Cruise for a Cause" boat ride around Manhattan event in for professionals.



**Sep 2012:** Givology hits over 50K of unique users on its website!

**Sep 2012:** The Givology Book Project is in full swing with over 5 fully recorded and transcribed interviews.



**Nov-Dec 2012:** Givology launches big holiday campaign "12/12/12" with the goal of raising \$120K for 2012. Ultimately, we raised ~15% of annual revenues due to this. (See Spotlight on 12/12/12 below).

**Dec 2012:** Final drafts of the Givology's Guide to Giving book are circulated among team and designers to be reviewed and prepared for publishing.



### Spotlight on 12/12/12

#### **"12/12/12": A Campaign of the Century**

*How often do we have a chance to see 12/12/12? It is certainly rare – perhaps even once in a lifetime.*

From November 1 through the end of the year, Givology launched its first grassroots online fundraising campaign to drive up our annual donation contributions to our partners. We wanted to make sure that any online donations that could have been generated had we not undergone our website revamp would go towards our partners. Givology reached out to its community with holiday greetings and matched donation offers during both Thanksgiving and Christmas, bringing in our friends, family, and partners' networks into the campaign. We also planned a large fundraising holiday party in NYC, raising a few thousand dollars from ticket sales and a live auction. It was an amazing two months – we used CrowdRise to collect individual small donations and channeled larger donations directly to our website. We ultimately raised over \$13,000. More importantly though, we rekindled valuable friendships with old loyal supporters and found new champions in the blogosphere and wider online community of givers through 12/12/12.

### Publishing a Guide to Giving

#### A perspective from our Editors

##### **Stephany Yong, freshman at Stanford**

Publications have always been a big part of my life. From my grandfather who always had his nose buried in a newspaper to spending years after class in a student pressroom, I can think of no better way to give power to an idea or message than publishing and sharing it with others. It reminds me of the philosophical thought experiment that asks, "If a tree falls in a forest and no one is around to hear it, does it make a sound?" I have had the honor of working with Givology for two years now, and the beautiful acts of transformative giving that take place with the help of our grassroots NGO partners never cease to amaze me. We have developed and contextualized giving in a manner that fits our organization; however, we also did not want our work to be like that tree in the empty forest-- by sharing the Givology story with the large network of do-gooders and social entrepreneurs in the non-profit network, we look to make a sound with A Guide to Giving. I have enjoyed every step of this book publication process, from Joyce introducing this idea, to interviewing Jessica and Kennedy from Shining Hope for Communities and to working with Rachel, Jane and the amazing Givology writers who made this book possible. I hope our readers derive as much inspiration, enjoyment and motivation to change the way we give as I have from being involved with the book project. We settled on the idea that became Make Your Mark on the World. We would commission an artist to create a large mural of the world that separated into 30 panels which would each be just as beautiful as stand-alone pieces of art. We would display this mural outdoors and collect fingerprints from community members, each fingerprint being sponsored by a donor somewhere else in the world. After collecting these fingerprints, we would host an art exhibition and sell the panels. We loved the idea of all the parts coming together to make a big impact, just like how Givology works. We didn't bother running this idea through a feasibility test. We just knew it would work, so we began researching how to make it work.



### Rachel Chuang, freshman at Cornell

As an editor of Givology's book project, I've pondered over whether or not a comma belongs in a sentence, checked and rechecked spelling, and pored through the pages of the book. Now that we're almost at the finish line, it's interesting to look back and think about how exactly working on this book has influenced what I know about giving. My knowledge of Givology's mission has been furthered through the life stories provided by our field partners. During my interview with Kwabena Danso, founder and Country Director of the Yonso Project, I heard about his firsthand experiences with allocating money to projects implemented by the organization. The answer to whether a five dollar bill can make a difference in someone's life halfway around the world is now a resounding "yes" in my mind. Givology is truly unique, often described through phrases such as an "online giving marketplace," an "internet microphilanthropy organization" and "completely volunteer-run." Yet at the heart of these descriptions and of Givology itself is the principle that anyone can donate time or money to change a child's life. That thought is so inspiring to me, and is something that I hope comes across in A Guide to Giving, which delves not only into how to give effectively, but why we should.

### A Preview of the Book

*"What is effective giving? What exactly is the meaning of giving? A Guide to Giving, written collectively by volunteers of the global organization Givology, answers these questions by delving into topics of social enterprise best practices, measuring "return on giving", and optimizing volunteer engagement. The first half of the book is primarily a handbook for effective giving, drawing lessons from the Givology experience for budding changemakers. The second half shares the stories, motivations, and practical advice of 12 inspiring social entrepreneurs who have enabled extraordinary change around the world. Looking at statistics of global poverty, it's easy to think, "How can one individual make a difference?" The purpose of the book is to inspire you to action to start making a difference today!"*

*"As young as they are, the authors have realized what took me years to learn: understanding, assessing, and optimizing impact is at the core of any truly effective philanthropic act...In this book, you will find encouraging stories of giving, practical advice from amazing organizations about how to create a successful culture of giving, and a framework for how to ensure your giving yields results. I have no doubt Givology will ignite a new generation of effective changemakers." – Bhavna Shyamalan, representing the M Night Shyamalan Foundation*

*The social entrepreneurs featured in the book include the founders of:*

- **Shining Hope for Communities:** Working in the Kibera slums of Kenya, Shining Hope runs a school for girls and a community health program
- **Circle of Peace School:** For the last two decades, the school has provided high quality education to underprivileged children in Kampala, Uganda
- **DoSomething.org:** Harnessing the energy and passion of young people, DoSomething advocates volunteerism as a platform for social change
- **Emerge Global:** In collaboration with women's protective shelters, Emerge Global provides a comprehensive education for girls, teaching them jewelry making skills to earn a living
- **Rural China Education Foundation:** Focusing on evidence-based metrics, the Rural China education Foundation pioneers new models of education in rural China to promote effective learning
- **Peach Foundation:** The Peach Foundation provides scholarships and mentorship to students in rural China, with identifying high-potential students under tough economic circumstances
- **Starfish One by One:** Catalyzing education of rural Mayan girls in Guatemala, Starfish one by one invests in scholarship and mentorship to promote leadership and achievement
- **More than Me:** Working in the slums of West Point, Liberia, More than Me focuses on getting girls off the streets into schools
- **The Yonso Project:** Working in the Yonso community in rural Ghana, the Yonso Project implements community-driven development and education projects
- **Colectivo TAN 473:** As community art space in Guanajuato, Mexico, Colectivo TAN 473 encourages creative exploration with the goal of literacy and community development
- **Tanzanian Children's Fund:** Dedicated to improving the lives of marginalized children in the Karatu region of Northern Tanzania, the Tanzanian Children's Fund provides comprehensive education and care to students
- **Kabultec:** Championing the causes of women and literacy in Afghanistan, Kabultec promotes the development of civil society through educational and literacy programs

### Partnership with the M. Night Shyamalan Foundation

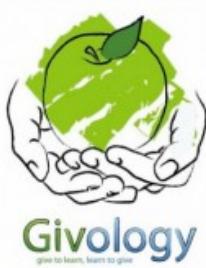
*"We were thrilled to enter into a long-term partnership with Givology. We knew we had to participate in this new movement of volunteerism, and feel very privileged to contribute to this life-changing work. We have been blown away by their success over this past year. They have a gift for leveraging determined, impassioned volunteers, and helping turn that energy into real impact for children across the world. We are excited to see what will happen with this new website and believe their momentum will carry them far." – M Night Shyamalan*

In June 2011, Givology and the M. Night Shyamalan Foundation (MNSF) entered into a beautiful strategic partnership, which merged our shared visions to change the way people think about giving and education. In 2012, the M Night Foundation made a tremendous gift of \$20,000 towards the complete re-design of our website. Without their support, our new web community would not be possible!



*Giving should be regular and natural action, a part of our daily regimen.*

*Education is the single cause that reaps exponential benefits for society and has proven to be the investment in people with the highest lifetime economic returns.*



It began through social media, the channel through which the Foundation discovered Givology and the power of its model, partner and volunteer networks, and ultimate mission. Initial conversations revealed that while MNSF had a stellar reputation, capital, and clout in championing a handful of grassroots education initiatives in developing countries, Givology provided a viable nonprofit model that cultivated a quickly growing network of partners who would benefit from increased support. MNSF wanted more people to help screen and source organizations in need, which Givology's base of

volunteers, fellows, interns, and partner networks provided. Givology could also use another mission-aligned partner to help satisfy an increasing number of students and projects that needed funding. With 10 years of experience in the nonprofit realm, MNSF has a wealth of knowledge and pool of resources, which are invaluable for Givology as we continue to iterate and grow.



As with any partnership, the synergies are sometimes intangible. You just have to feel it. And so, an in-person meeting was arranged between MNSF founder M. Night Shyamalan and Givology co-founders Joyce and Jenn at La Colombe in Tribeca. The meeting was like a story-telling session, where we shared the experiences of our nonprofit partners and our dreams of what both organizations could do together. All three of us knew at the end of the evening that we were going to make big changes in the philanthropy world together- one dollar and one volunteer hour at a time.

In the few months that Givology and MNSF have worked in tandem, we have already laid the foundation for many exciting initiatives. Our "Make Your Mark" partnership launch event in July was the first of many joint annual fundraisers. We displayed the artwork of 12 partners, hosted over 300 people from a range of professional sectors, generated great awareness, and raised thousands of dollars for our partners in preparation for the 2011-2012 school year. In the fall, MNSF and Givology worked on improving operational efficiencies like plans for sharing office space, coordination of diligence trips, and timeline for updates. Many

new nonprofit partnerships are currently being established upon MNSF's recommendations, as well as a schedule for co-marketing.

Our partnership with the M. Night Shyamalan Foundation will continue to be a crucial part of Givology's growth, and we look forward to sharing the milestones with you. Our website is just the beginning. As you can see below, we're extremely happy to see the transition from Givology 1.0 to 3.0 – enabled through their gift!

## Vision for the Future

Looking back at the goals that we published last year, we've exceeded nearly every target due to the dedication, commitment, and passion of our team and network! We ended up close to our \$100,000 target and grew our donor base, volunteer base, and partnership network beyond our expectations. Given our momentum, we've nearly doubled our impact and imprint each year, and we have further ambitions to expand. As such, we've increased our overall growth targets for the next five years.

**1-year**

- Raise \$150,000 through online and offline sources in 2012-2013
- Grow our donor base to 4,500+
- Continually grow our partnership network when we identify high-impact organizations
- Increase our global chapters to 20+
- Improve the ease of use of the website to encourage repeat donations
- Recruit dedicated members to deepen the skills of our team

**3-year**

- Raise \$200,000 through online and offline sources annually
- Grow our donor base to 6,000+
- Increase our global chapters to 30+
- Develop new website functions to engage donors - improved blogging, messaging, and account functions
- Increase the participation and scale of our "Gift of Graduation", "Back to School", and "Holiday Challenge" campaigns

**5-year**

- Ensure the sustainability of Givology by pioneering micro-volunteering
- Reaching our \$1mm mark!
- Develop a best-in-class website with engaging community features
- Expand our network of partners to cover all key geographic locales, while providing consistent, high-quality services attuned to their needs
- Achieve a steady ~15% growth of the size of our funds raised annually and the expansion of our donor base



Our goal is to raise over \$150,000 next year to support grassroots education projects and student scholarships. We hope to fund 200 students and 50 incremental projects, register 4,500+ donors, contact 8,000 Twitter and Facebook followers, expand to 20 chapters, and preserve the personalized level of quality and engagement with our partnership network.

- **Increasing our network of chapters.** The Givology team wishes to build Givology through the formation of new chapters in various cities and countries in the world. Initially, the team will take advantage of its geographic dispersion to draw in those in the professional and social networks of major cities in the United States, Europe, and China. Givology will recruit a Chapter Head based on each city location. He/she will coordinate with the Executive Team to build the organization in a federated manner. At the same time, Givology will further develop its chapter model with universities and high schools that have pre-existing relationships with the team. The logistics and management of educational facility-based chapters vs. city/regional chapters will be similar.
- **Providing technology resources.** Many of the students and villages Givology sponsors are not connected to the Internet. As donors can read in the student profiles, students expressed a desire to understand the world beyond their village. One of our long-term goals is to provide each school that we support with computers, digital cameras, and Internet connectivity. By providing these technological resources, students have access to better learning resources and have the opportunity to peer into a world beyond their village. Likewise, the provision of these resources enables students and schools to connect to Givology's donor community.
- **Expanding our letter writing campaign.** One of the most unique factors about Givology is that donors can directly message students and read their updates online regularly. Donors can form tangible relationships with the students, acting as mentors and sharing stories about one's life. Simply by telling a student a little about himself, his family, or his life, the donor is opening his mind to new ideas and inspiration. A student is less likely to become disengaged from school and drop out if she knows that people all over the world are cheering and supporting her. Givology's letter writing campaign asks for "one letter per child." A physical letter adds immeasurable elements of compassion and connectivity between the writer and student recipient.
- **Creating more videos and multimedia.** Givology is planning a series of visits to local partners to gather video footage and student interviews to provide our donor community with richer visual and audio updates. In addition, it is experimenting with holding webinars to connect schools in the developed and developing world to share ideas, aspirations, and challenges. Through a partnership with the Jubilee Project in our "Make Your Mark" campaign, we discovered the power of YouTube in generating awareness and raising additional funding. As such, we started our own 60 second video campaign to capture inspiring stories from philanthropists and key change makers across the country. For 2012-2013, we intend to film more videos featuring our partners as well as lessons from the field as a learning toolkit to share and inspire.
- **Expanding our channels of funding.** In addition to online donations and fundraising, Givology is looking into launching a related social business, of which 100% of the profits are donated to support Givology sponsored students and projects. Sustainability is a core focus. In addition, Givology is actively working to start and expand chapters across the world to get more students and professionals engaged in our efforts. The growth of Givology chapters broadens our network of active supporters and provides Givology local



**Students from Eureka Foundation proudly show their drawings (India)**

community support, from fundraising and translation to advocacy and outreach. Givology also hosts events in order to increase marketing and fundraise for various students and projects. Ideas from events are generated through the executive team or individual chapters. Givology's events thus far have ranged widely in scale. For instance, in February 2012 and December 2012, we held widely popular fundraisers & auctions in New York City in which more than 300+ supporters attended. On the other hand, chapters have been successful in implementing microfundraisers on their individual campuses. Givology plans to continue various channels of fundraising to diversify our sources of income.

- **Gammifying Givology:** With the advent of mobile technology and tablet/phone applications, we want to introduce the concept of gammification into our network to promote donor engagement with our site, as well as raise awareness about our cause in an educational manner. As we were able to bring on a large recurring foundation donor, we intend to leverage those funds as a matching program for a web-based and smartphone based educational game that allows any player to "earn points" to trade for Givology dollars for student scholarships and education project funding.
- **Launching the Givology social product line 2013:** Along with our initiative to diversify our sources of funding away from pure donations, we are launching a new Givology social products design line in 2013 through an open competition. Stay tuned for more details, but we intend to make "consumerism for a cause" a key part of our outreach and funding strategy. Unique to Givology, given our low cost structure as a volunteer organization, 100% of the profits raised from our social merchandise will go directly to our students and projects to help ensure the predictability and sustainability of our funding.
- **Growing our supporters, users and donors base.** With respect to our online platform, the target is for Givology to grow its student and project profiles at an increasing rate, keeping pace with the volume of dollar donations from its donor base. For the year 2012-2013, the goal is to reach \$150,000 in funded student grants and projects and 4,500 donors in the Givology online community. Givology also intends to create a wider net of Giving Teams, in which many individuals are able to sign up together and donate. The goal is to have 50 giving teams registered by year-end 2013, and to have these giving teams actively blog and contribute dynamic content to our website.
- **Improving our volunteer program.** Givology volunteers are indispensable assets to our work. As a 100% volunteer-driven organization, Givology depends on a network of global supporters to help us grow, forge new connections, and make an impact. Givology will streamline the volunteer program to better accommodate the schedules of a wide variety of people as well as the unique skill sets of people. Interested parties are asked to send their resumes as well as volunteer interest forms to Givology. Givology then assesses organizational needs as well as the potential volunteer's interests and skills. The volunteer will then be placed in contact with a specific Givology Core Team Member that will work with the volunteer on the assigned project. Bi-weekly, Givology will send out a volunteer newsletter to update our volunteers on what Givology is working on and what projects need volunteer help.
- **Optimizing our website and services.** Givology is an online-based platform that will continue to innovate on design and functionality. The Givology team plans to increase the speed of transactions and reduce its dependency on fee-based processing service as we have recently obtained tax exemption status (i.e., Google, Paypal). By building blogging and messaging capabilities into the site, Givology intends to further advance such capabilities in the future through



**Flying Kites** students enjoy comprehensive education and a focus on holistic well-being (Kenya)

offering additional file uploading capacity, text messaging, and cross-linking with other online social networking sites. Moreover, we place high priority on improving the services available on our website by adding more dynamic features, such as enhanced blogging, messaging, and account functions.

### Target Affiliates and Local Collaborators

Although Givology hopes to capitalize on small scale, individual donations - the largest form of charitable giving - Givology also plans to diversify its donor base by forming partnerships with corporations and institutional supporters. Givology is currently working on expanding sponsor outreach initiative to bring more monetary and in-kind donations. In 2011-2012, we plan to focus on smaller businesses from personal networks and social-impact media channels to create mutually beneficial relationships. An example of success was Givology's partnership with "Baking for Good", a for-profit social enterprise, who pledged to donate profits from line orders to Givology this past Fall after we won a social media voting competition. As Givology matures, we look forward to connecting with corporations that would be able to provide us with pro bono services, such as flight mileage, international shipping, and management consulting services.



Givology also targets high schools and universities to start Givology chapters, which are groups led by students that support the mission of Givology. Chapters engage the local community by hosting public awareness events, raising donations for Givology students and projects, and participating in Givology-wide initiatives and campaigns. Through chapters, Givology is able to tap into networks that are removed from our current audience, expand our geographic presence, and circulate new ideas and feedback. The chapter program officially launched in 2009 and since then has successfully created 3 regional chapters, 11 university chapters, and 2 high school chapters. Givology has made a comprehensive chapter guidebook and an application available on our website, and we continue to receive chapter applications on a regular basis.

[The Dove Fund was started by Vietnam war veterans looking to leave a legacy of peace and development.](#)

### Key Success Factors and Risks

Givology's success depends on several key factors. First, donations and grants are the power behind Givology's work as we rely on these contributions to fund partners and students. Financial support from corporations can also increase Givology's success by increasing the funds available to connect with partners. Another key factor is the donor's trust: Givology must maintain credibility and the assurance that donations are truly reaching students and enabling a substantial education. We also need knowledge capital, especially concerning our partners and knowing the details of how such educational institutions work with students. Such knowledge helps build strategic relationships with our partners, which ensure a long-term relationship in helping present and future students. Being able to measure and show evidence of impact is also needed to present and communicate the difference Givology is making to market to potential donors. Because Givology is completely volunteer-based, success requires staff attraction and retention. Lastly, Givology's success depends on continuous growth and development in terms of technology, network expansion, and marketing capabilities.



### Marketing Plan

For the next few quarters, Givology's outreach strategy maintains a heavy commitment to organic, grassroots-level marketing, specifically in continuing to seek real-estate for Givology via online networks, event-based marketing, media

features and chapters expansion in select areas. Given that operations are still relatively small, investing heavily monetarily into professional marketing services or public relations wires may not be the most efficient allocation of resources. Though by no means "free," Web 2.0 developments in marketing platforms present a unique bracket list of important tools that will allow Givology to attain the largest increase in targeted demographic per capita invested. However, as Givology matures and achieves greater attention from partners, donors, media and corporate funders, Givology plans to start investing into professional services, including public relation wires, improved SEO tools, online advertisements, etc.

**Online Networks:** The rapidly growing popularity of user-driven online services, including Facebook, Twitter and Youtube, has "niched" out important tools for Givology's continued growth. To best fit the organization's management and target demographic structure, the technologies that will prove most beneficial rely heavily on user collaboration and dynamic B2B and B2C interaction via online vehicles like P2P networking, collective intelligence, RSS (Really Simple Syndication), blogs and vlogs, and various social networks, especially the ones listed above. Indeed, the issue no longer revolves around the availability of Internet marketing resources, but rather the implementation of online devices in a way to reap the greatest benefits. With this challenge in mind, it's imperative to recognize that social media and other similar tools cannot be the beginning or end of any marketing effort, but must rather act as a catalyst that will work most effectively when combined with Givology's offline outreach efforts. In addition, on the micro-level, Givology must strengthen the organization's internal capabilities to make the most of the market opportunity at hand.

**Event-Marketing:** To raise additional funding and awareness, Givology holds events benefiting students and education projects. Events are critical to Givology's operations because they mobilize the community in support of education and are a great way for supporters and believers to connect in person. In August 2009, Givology hosted its first official event, the GivologyNYCLaunch@Marquee, which will serve as a benchmark both qualitatively and quantitatively upon which future efforts can be planned and evaluated. Due to Marquee's success, Givology recognizes the potential profitability of greatly expanding efforts in this area, planning larger and more frequent events (as an initial target, around three to four times a year). Also, Givology recognizes that holding larger-scale events require a greater commitment in both human capital and monetary investment. Because engaging the larger demographic achieved through larger-scale events and maintaining a 300-400% ROI are equally important objectives, the higher implicit costs should be offset through corporate financing and sponsorship, which will entail a greater focus on developing these relationships.

**Media Features:** Givology's innovative work has been spotlighted by some of the world's largest media outlets, as well as local papers and online blogs across the world. Media coverage is crucial to Givology's operations because it is in many ways direct communication with the organization's target market, both in maintaining current relationships and developing new ones. With much greater competition for real-estate in this market, it is imperative to define the target in all public relations efforts, identifying Givology's target market and any sub-segments and lining up publications and broadcasts within these categories. Although user-generated content has become an important outreach mechanism that is more readily accessible, mainstream press, despite being much harder to achieve, still drives significant awareness. Indeed, the names of many prestigious publications and the credibility they carry can drive significant increases in media conversion rates. Mindful of this need and aware of the limitations of its volunteer-structure within this capability, Givology highlights the importance of developing relationships with media partners to help increase overall readership of the content that we generate.



Student raising hand in class at the Rural China Education Foundation (RCEF)

## Vision for Influencing Systemic Change

Education can be a means to level the playing field and tighten the gaps in opportunity and quality of life. It also serves as a catalyzing force to alleviate poverty and disease, which are immediate challenges in developing countries. Schools provide children a safe environment where they can learn necessary life skills and receive guidance and care. Poverty is one of the principal causes. Givology's primary vision is to eliminate market inefficiencies and financial barriers to obtaining and improving education by maximizing the impact of every dollar of donation. For many children and adolescents around the world, both the quality of education and the ability to go to school are compromised by financial constraints. Often times, families may have difficulty affording school fees or the cost of supplies, or may simply need to keep children working to contribute to the family income. Because we believe education is the single most important and sustainable resource for individual empowerment, advancement, and poverty alleviation, we wish to alleviate this problem by gathering microdonations through the Internet. Givology allows any Internet user who wishes to support basic education abroad to confidently, efficiently and directly give - with an understanding the recipient he chooses will receive 100% of the amount, to give with an expectation of informational transparency. Givology aims to revolutionize philanthropy in education from methodology to social construction.

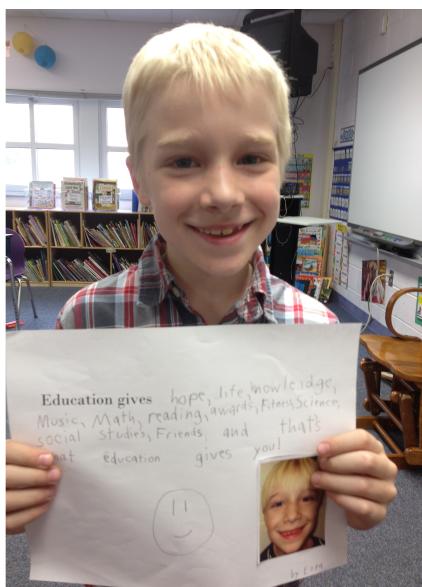
The educational investments made by Givology benefit the community in numerous and sustainable ways. Broadly speaking, education addresses improves the health of society and increases economic output, through both expanded access and training, which is key to releasing societies from poverty. Educated girls marry later, and have fewer and healthier, children. They also earn 10-25% more in wages as more productive, highly-skilled workers, benefiting not just themselves, but the community, aggregate economy, and family. Education also provides a means by which boys may better their lives, preventing them from turning to crime, rebel groups, and terrorism. By giving the most sustainable form of aid, Givology helps to catalyze human capital accumulation and economical development in the long run.

## Social Media Strategy and Analytics

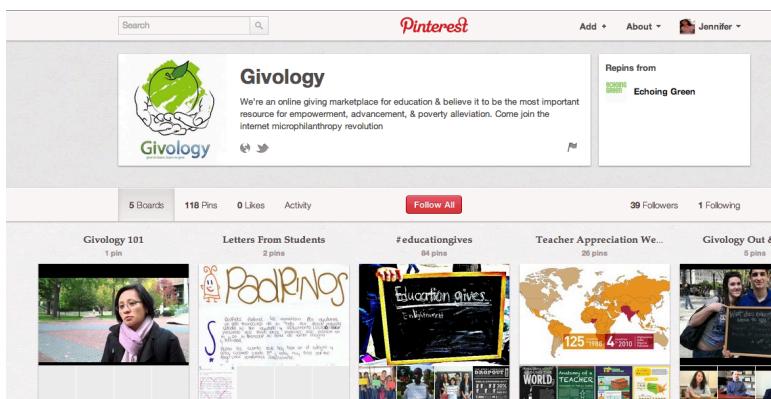
2012 was a year of increased social media and marketing efforts. With a clear focus on community engagement, Givology launched campaigns garnered not only towards attracting new Givologists, but also encouraging participation of existing members through the wheels of social media. Through initiatives such as the #EducationGives campaign, which encouraged our Twitter and Facebook followers to send us a self-portrait with their answer to the question, "What does education give you?", to our "Givology in the Park"

events in which NYC based members of our core team engaged passersby in various high traffic parks, we've noticeably grown our online community.

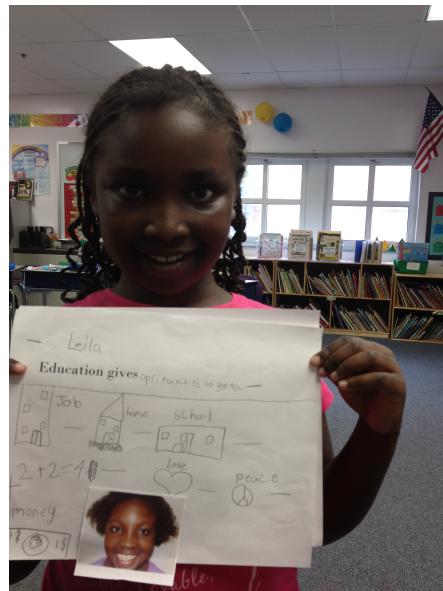
Pinterest and Instagram were two new platforms that we joined and utilized as powerful tools for further potential donor engagement. In addition to pushing content through these communication channels, a pivotal marketing development of this past year has been our increase in original content creation through Givology's blog. Our efforts to showcase our partners and projects in addition to including our core team's ideas, collective creativity, and writing skills has made a major improvement on our online content quality on our own blog and social media channels. With better content, this leads to more readership, subscribers, traffic, and viral spread.



In the coming year, Givology's social media and marketing teams hope to build upon the past year's efforts in community engagement. This is done through both online and offline marketing efforts by creating more contests, encouraging more chapter-led initiatives, and of course, the best way of advertising: word of mouth. It is our hope that through social media we are able to capture the attention of future Givology members, and to use it to strengthen the relationship and increase communication within and among our chapters. A concerted effort by all of our team members, partners, and donors to participate via social media outlets is needed to increase and broaden our presence.

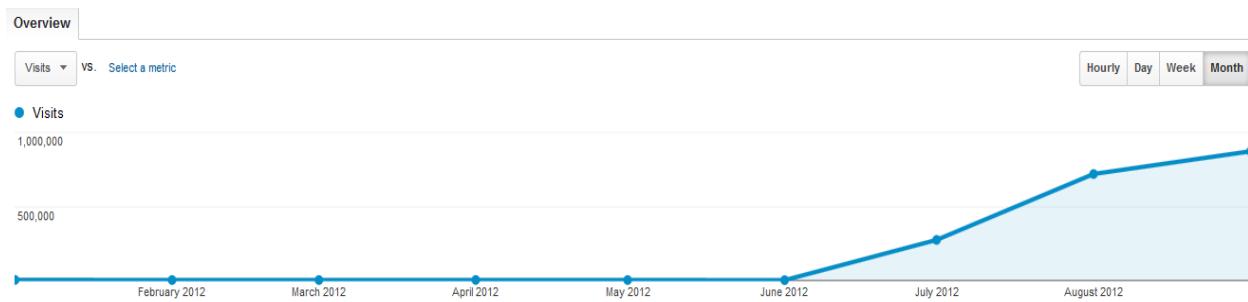


The screenshot shows the Givology Pinterest profile. At the top, there's a banner from Echoing Green. Below it, the profile summary includes 5 Boards, 118 Pins, 0 Likes, and 39 Followers. The boards listed are: Givology 101 (1 pin), Letters From Students (2 pins), #educationgives (84 pins), Teacher Appreciation We... (28 pins), and Givology Out & About (5 pins). The pins themselves include images of students, teachers, and world maps.



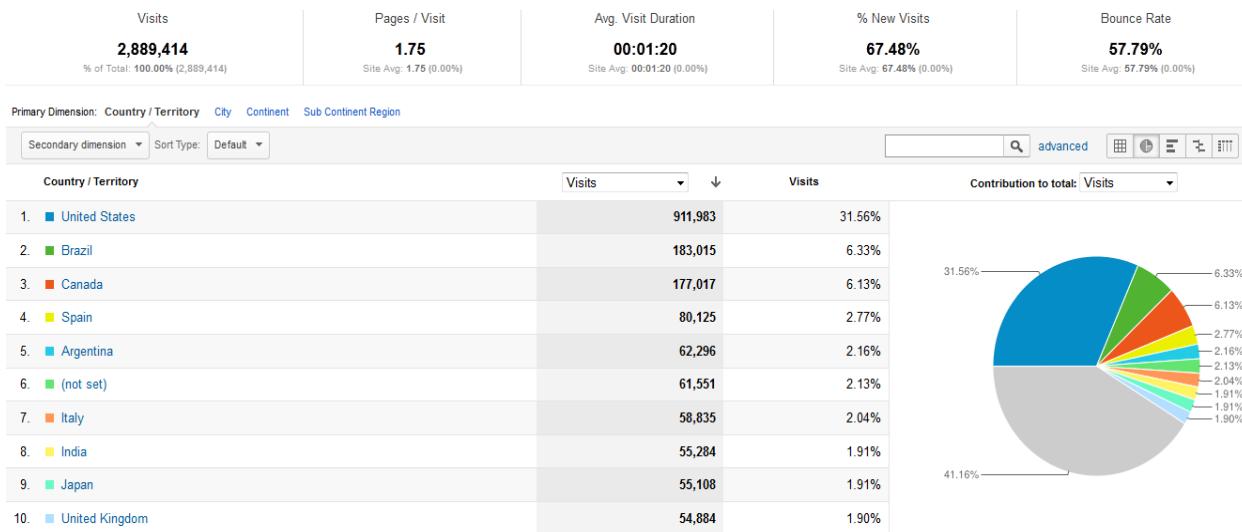
## Online Analytics

Corresponding to the launch of our new website (beta version launched August 1<sup>st</sup>, full site unveiled mid September), we saw a significant increase in traffic. Below are some highlights from our analytics reports



Givology.org receives anywhere from 4 to 970k visitors on a monthly basis. Between January 1 and November 1, 2012, the website received 2,889,414 visits, ranging from 220 countries and territories. Viewers from the United States comprised more than 30% of all visits, with the next popular countries being Brazil (6%), the Canada (6%), Spain (3%) and Argentina (2%).

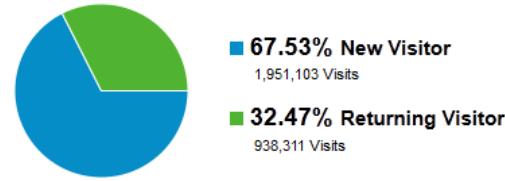




Of the 2,889,414 visits, nearly 70% were absolute unique visitors, which measures the number of unduplicated visitors. On average, each visitor viewed 1.75 pages, bringing total page views to over 5M. In roughly 11% of total visits, the visitor viewed at least 3 pages. The typical visitor spent 1:20 minutes on the Givology site. In roughly 8% of total visits, the visitor spent at least 2 minutes on the site. Viewers used a variety of browsers including Internet Explorer (75%), Chrome (13%), Firefox (6%) and Safari (3%). Viewers primarily used non-mobile devices (96%) rather than mobile devices (4%) to view the Givology site.

### 1,950,163 people visited this site

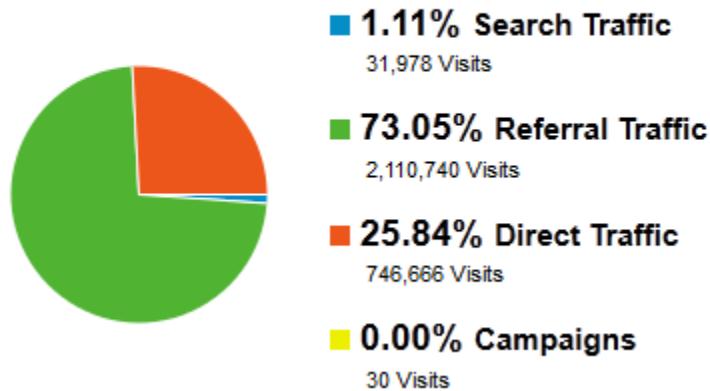
- Visits: 2,889,414**
- Unique Visitors: 1,950,163**
- Pageviews: 5,044,625**
- Pages / Visit: 1.75**
- Avg. Visit Duration: 00:01:20**
- Bounce Rate: 57.79%**
- % New Visits: 67.48%**



Users typically arrive to the Givology website via referral traffic (73%), most notably, AppNexus. Year-to-date, AppNexus has accounted for nearly one-third of the website's traffic source. We were very fortunate to receive their pro-bono advertising support this year!

Roughly 1% of visits are from search engine traffic, most notably, Google. The most popular searches on Google that led to Givology.org include "what is education" (26%), "givology" (9%), and "child education" (8%). Roughly 25% of visits are from direct visitors (those who had knowledge of our URL and website address).

**2,889,414 people visited this site**



Givology uses social media tools to spread its mission and message. In specific, Givology uses Facebook (10% of visits) and Twitter (1%). These two channels are used to promote upcoming events as well as blog posts. Givology continues to develop its social media presence, and aims to derive a greater portion of its traffic from such tools.

A key component of our social media strategy involves generating interesting blog posts hosted on our website that engages our supporter base in an ongoing dialogue about education, particularly by featuring stories from our partnerships and network. In addition to highlighting key education issues that appear in the news, we leverage our volunteer network to conduct interviews of our partners and community, film YouTube videos of key philanthropists and thought leaderships, and reflect upon the challenges faced in delivering quality education in the developing world.



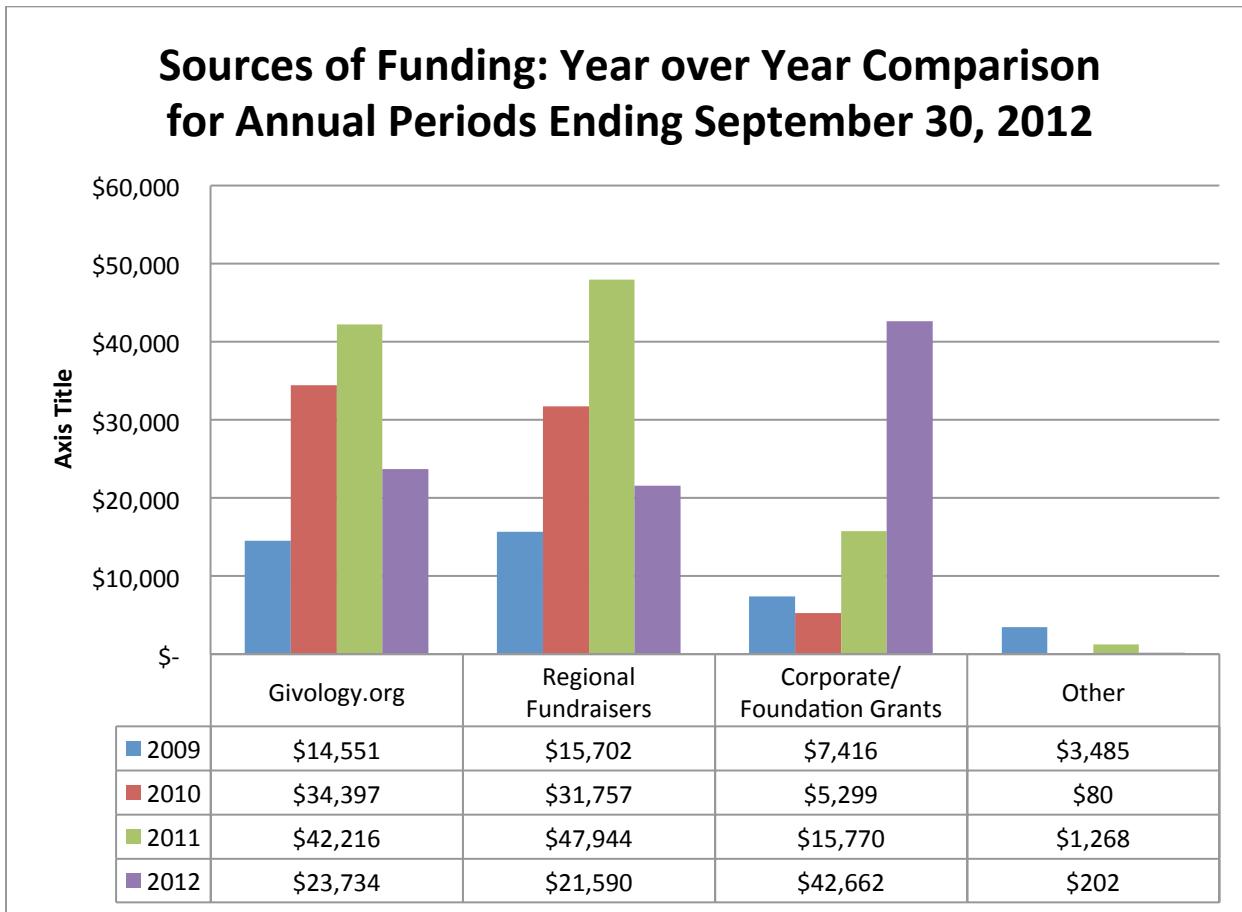
## Financial Summary

Givology's sources of funding are derived from three main areas:

- Online fundraising
- Regional fundraisers hosted by chapters and the core team
- Grants and corporate awards

### Sources of Funding

In our fourth year of operation through September 30, 2012, Givology's main sources of funding included donations made through Givology.org, revenue from regional fundraisers, and grants from corporations and philanthropic foundations.



Through September 30, 2012, supporters have donated approximately \$310,000 to Givology.

**Online donations:** This year, Givology saw a decline in online donations through Givology.org, as the website suffered from extensive slowness and downtime during much of spring and summer. However, as we launch our new, redesigned website and start moving to a new hosting service, we have seen the online donations pick up again.

**Regional fundraisers:** Givology has historically held two regional fundraisers per year, but this year we have only held one major fundraiser, an event in New York co-hosted with More Than Me. As we complete our

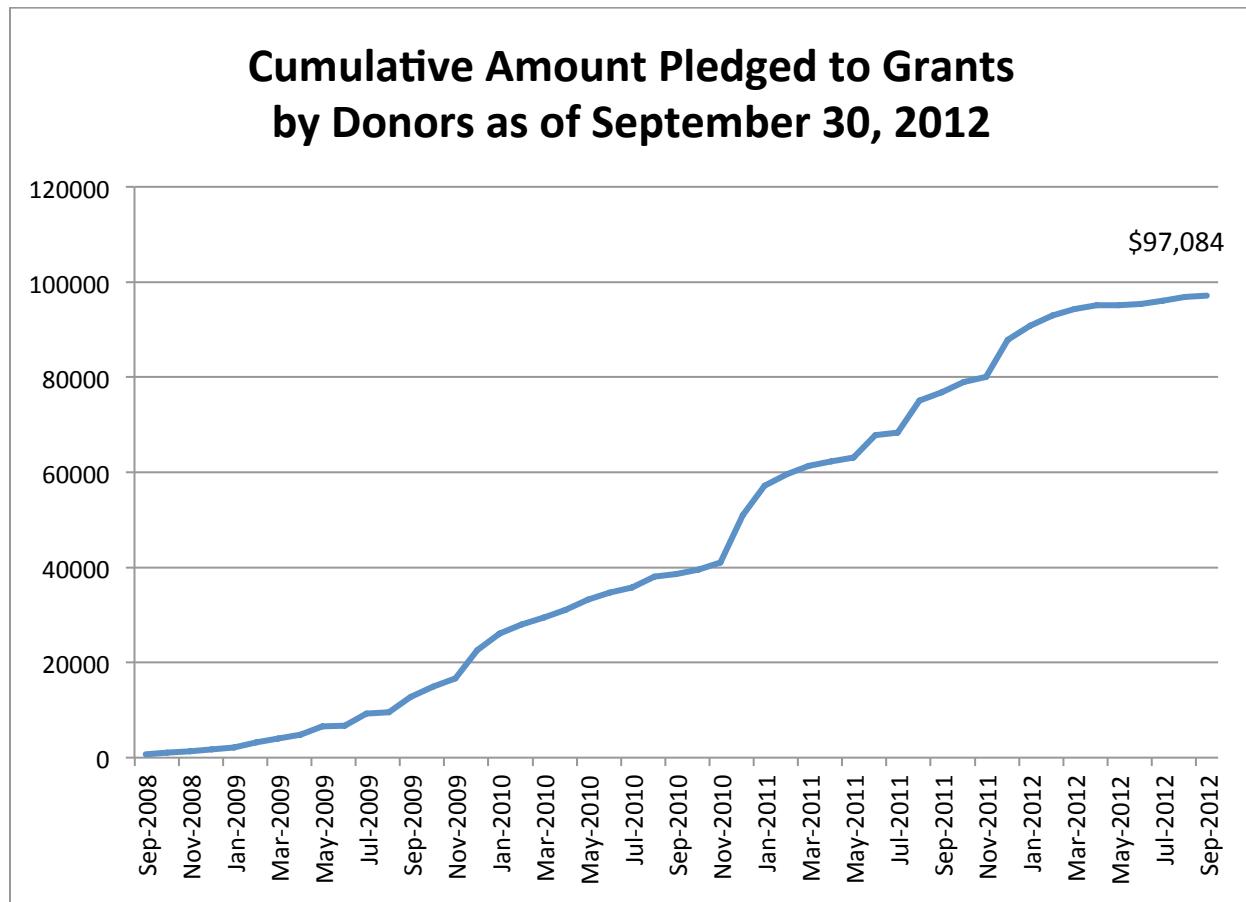
website integration, we expect to hold another regional fundraiser, which will allow us to match the amount raised last year through regional fundraisers.

**Corporate/foundation grants:** This year, Givology significantly stepped up fundraising through corporate donation matching and foundation grants.

Any supporters that have questions about the tax deductibility of donations should feel free to get in touch with us (our contact information is at the end of this report). Givology was recognized as a 501(c)(3) tax exempt organization by the IRS on February 1, 2010.

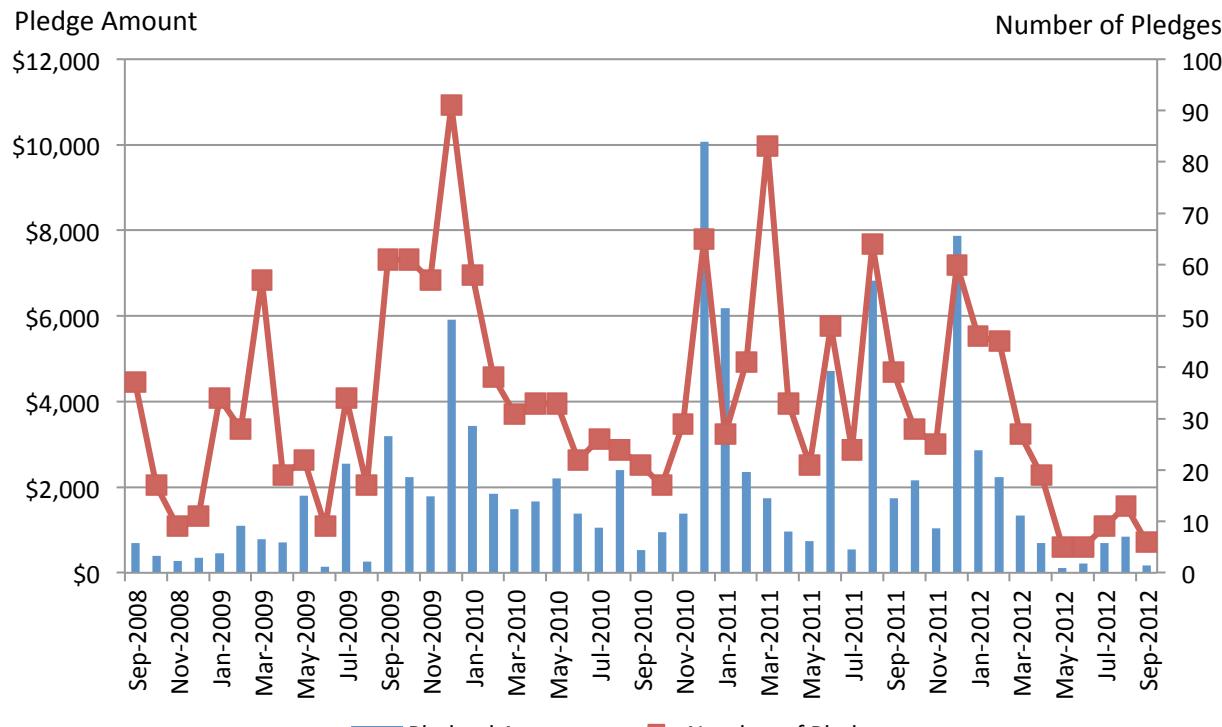
## Online Funds Raised through Givology.org since Inception

Through September 30, 2012, Givology's users have donated a total of \$114,898 through our website. Of that, \$97,084 was pledged by our online users to educational projects and primary school students in countries such as China, India, Uganda, Haiti, and Columbia. \$9,592 was pledged to Givology's operating budget, and the remainder is pending allocation to grants by our users.



The graph below breaks down by month the dollar value of pledges made to students and projects, as well as the total number of pledges. Since our launch in September 2008, the average pledge size has been \$60 and there have been an average of 34 pledges per month. Year over year, the average pledge size has stayed constant at \$75, but the number of pledges in an average month dropped from 41 to 24. As mentioned earlier, we attribute to the drop in number of pledges per month to website slowness and downtime, and have seen an uptick in pledges as we revamped our website and started moving to a new hosting service.

## Online Donations at Givology.org by Month: Total Pledged Amount, and Number of Pledges

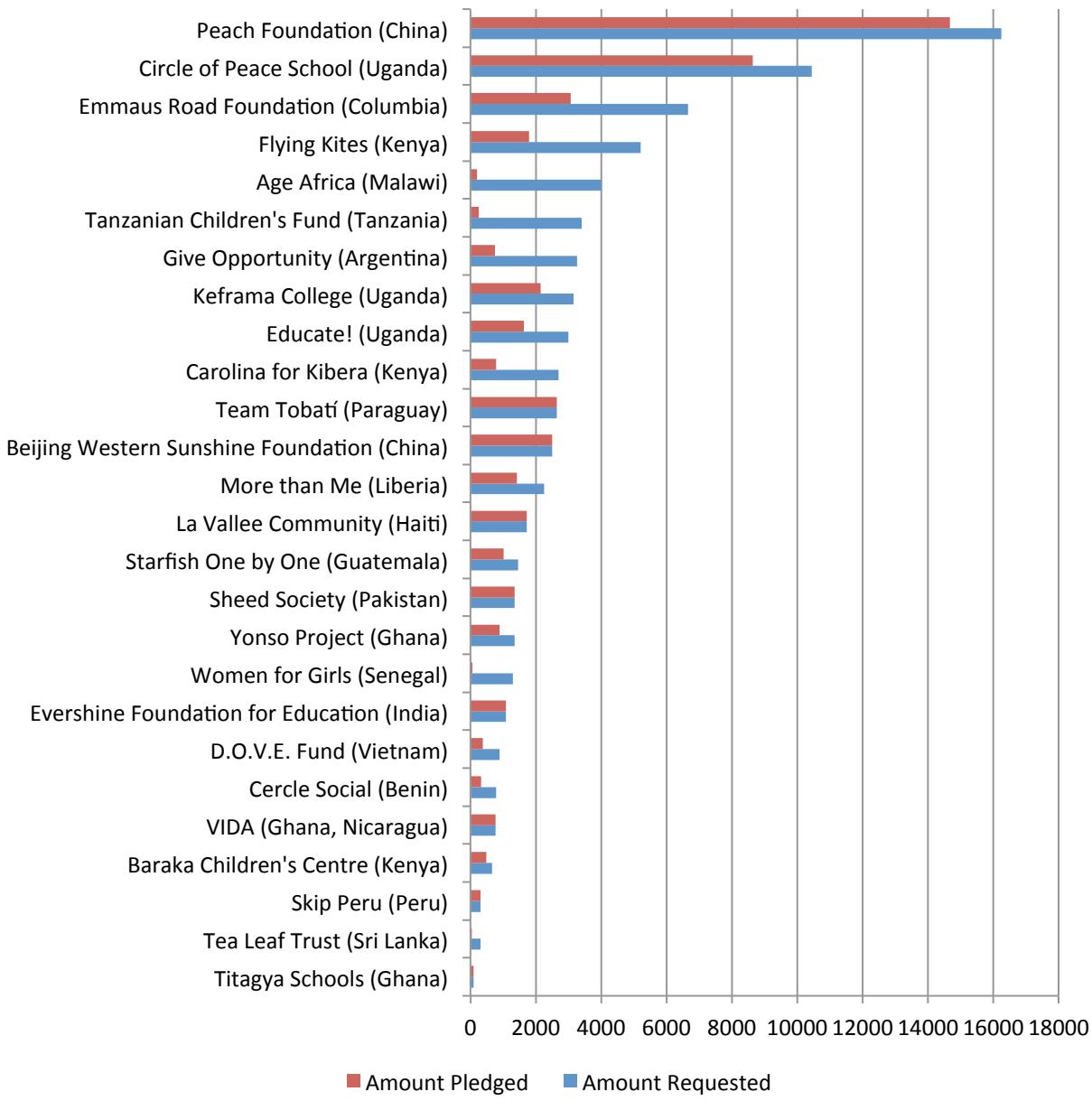


Since inception, the giving on our website has resulted in fully funding 120 student grants and 39 education related projects. In addition, this amount partially funded another 77 student grants and 18 projects.

By demographic, our partners that focus on students and projects in China received the most contributions (20% of total user donations). This should not be surprising since many of Givology's first partners' focus on China, and the number of Chinese student and project profiles posted on givology.org is greatest. The next highest recipients of contributions were in Uganda (20%), third were in India (15%), and followed by Kenya (13%), and Haiti (7%), with Guatemala, Columbia, Ghana, Pakistan, Paraguay, and Brazil taking between 2-3% each. In the future, we expect continued diversity in giving as our newer partners continue to post additional profiles and projects from other regions of the world. The graphs below summarize the total amounts pledged to the student and project profiles of each partner, along with the target country of that partner.

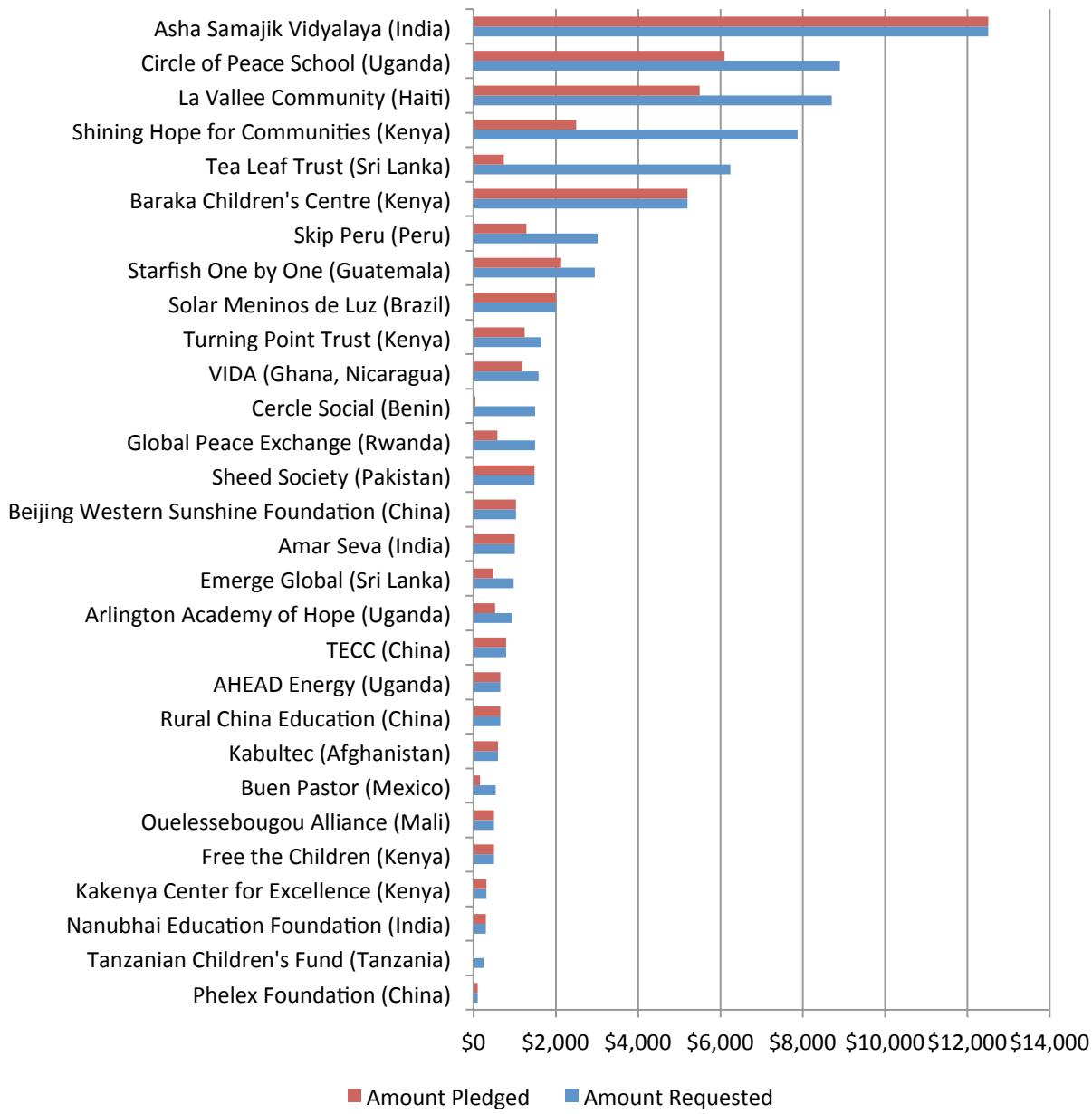


## Student Grants: Amount Pledged vs. Requested by Partner (Target Country)



Through September, 27, 2010, The Peach Foundation's students were the largest recipients of user pledged donations (\$14,670), followed by Circle of Peace School (\$8,645) and Emmaus Road Foundation (\$6,650)

## Project Grants: Amount Pledged vs. Requested by Partner (Target Country)

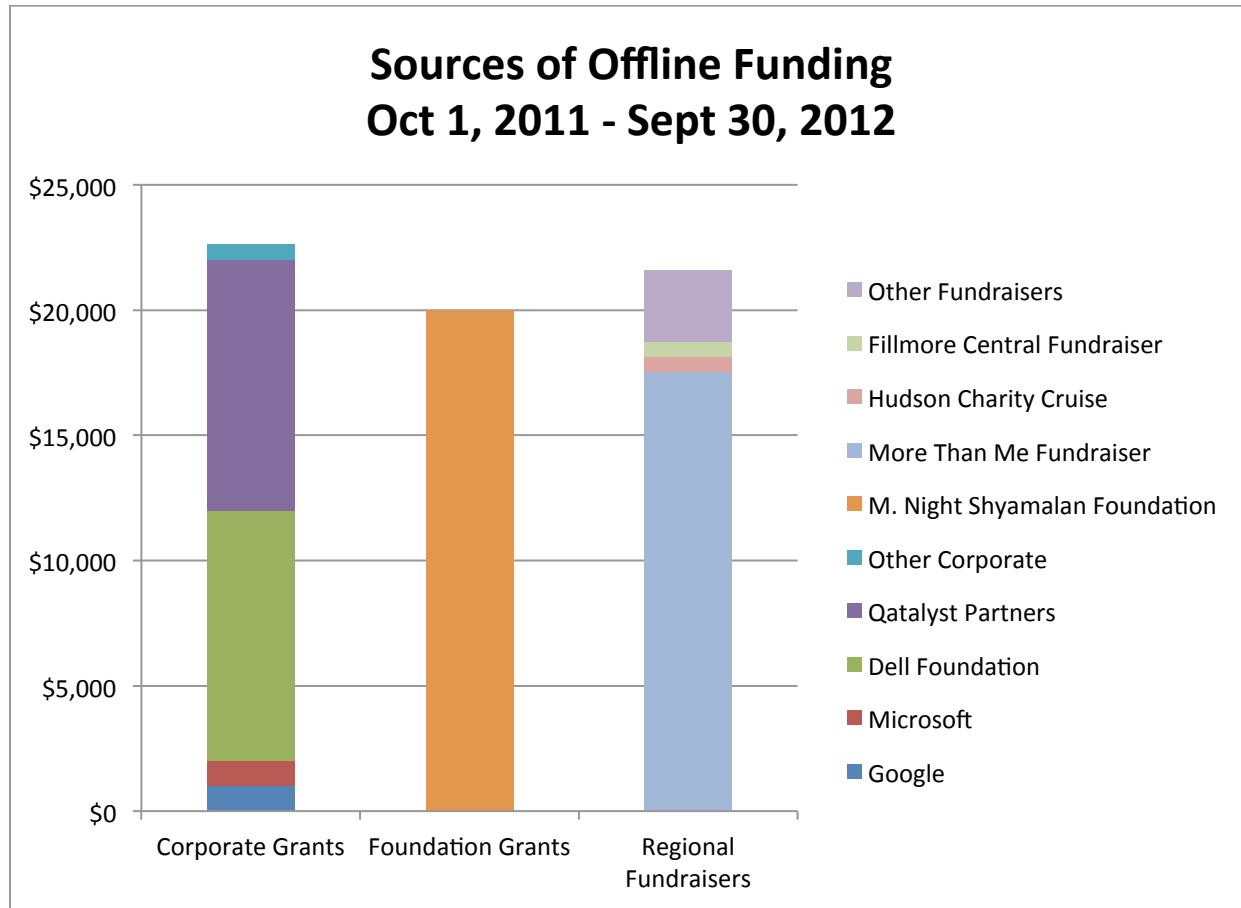


For project grants, Asha Samajik Vidyalaya received the highest amount of donations from our users (\$12,500), followed by Circle of Peace School (\$8,900) and La Vallee Community (\$8,700).

## Offline Funds Raised

In the last year, Givology raised over \$64,000 in offline funding (net of all expenses), loosely defined as funds that were not raised through Givology.org or any online campaigns like 12/12/12. Some of the major offline funding sources were:

- A regional fundraiser in New York City, thrown in conjunction with More Than Me, raised more than \$17,000
- More than \$22,000 in grants from corporate gift matching programs, including \$10,000 each from the Dell Foundation and Qatalyst Partners, and \$1,000 each from Microsoft and Google's gift matching programs
- Givology received a \$20,000 foundation grant from the M. Night Shyamalan Foundation for use in the website re-design
- A chapter of Givology in Seoul, Korea threw an initial fundraiser for more than \$2,000, and will be reinvesting the proceeds to raise even more funds
- Nancy Walters of Fillmore Central School raised more than \$600 with her first grade students for Circle of Peace School
- Givology raised more than \$500 through ticket sales for a "Cruise for a Cause" – a charity cruise on the Hudson River



Please note that all funds raised by high school and college chapters are included in the online donations figure since all proceeds are credited to the chapters' team wallets and then allocated to grants.

## Uses of Funding

The largest expense categories for Givology are:

- Grants to support students and education related projects of partner organizations
- Fundraising expenses
- Banking Fees

In our fourth year of operation, Givology issued \$46,393 in grants to our partner organizations that support students and education related projects in developing parts of the world. The grants include 100% of the funds that are pledged by users to students and projects on Givology.org, as well as a portion of the offline funds raised through grants, regional fundraisers, and individual contributions.

The largest non-grant expense categories were fundraising costs and bank and transaction fees. Through September 2012, Givology continued to have average return of over 200% on fundraising outlays, and will continue to hold fundraisers that have a good potential to bring awareness to our local communities, and generate strong financial returns.

Bank and transaction fees are expenses that Givology will continue to pay in proportion to the amount of donations received and grants issued. We continue to work to reduce expenses in this category by searching for and using the most cost effective means to receive donations and transfers grants to our partners. All transaction fees are bridged by contributions to our operating account so every penny pledged to students and projects on Givology.org is passed on to our partners.

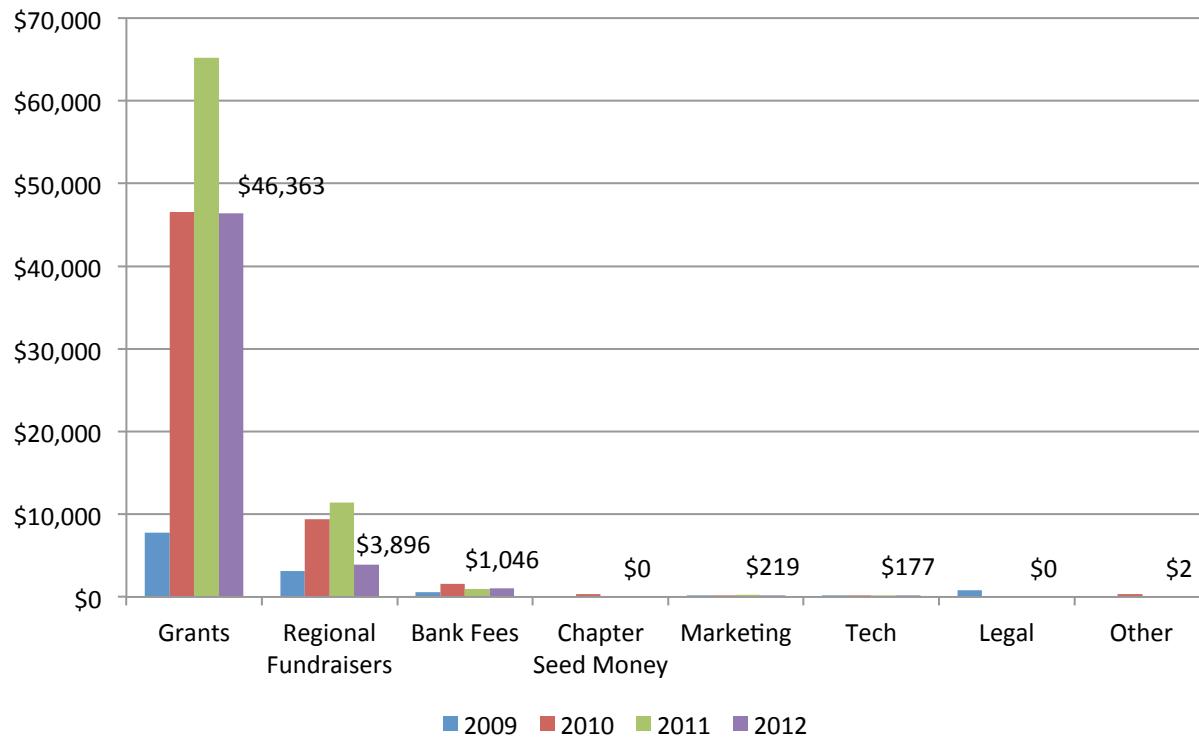
Pro bono legal services are generously provided by Orrick, Herrington & Sutcliffe LLP. As an all-volunteer organization with no physical facilities to upkeep, Givology has kept operating expenses to a minimum.

Givology will continue to allocate its funds in a way that balances our goals for global growth with the carrying out of the educational and charitable mandates of our mission. In the future, the largest use of Givology's funds will continue to be allocated toward grants that benefit the students and projects of our partners. Aside from grants, we will continue to use a portion of our funds and resources toward establishing new chapters, expanding our fellowships program, and on marketing and outreach campaigns that increase engagement among our stakeholders.

We will continue to grow our flagship chapters in New York and at the University of Pennsylvania, develop our newer chapters, and expand our footprint in new metro areas, universities, and high schools. Givology will continue to develop its fellowships program, which provides logistical support to our field partners, performs important due diligence, and enhances communication from the field to our donors. To date, all fellows pay their own program expenses out of pocket.

Below is a table that details and compares to previous years our use of funds for the 12-month period ended September 30, 2012. This year's values are labeled.

## Uses of Funding: Year over Year Comparison for Annual Periods Ending September 30, 2012



## Our Community

Volunteerism means something different to everyone. Each individual has a unique set of talents and contributions to make to any organization. In line with this belief, Givology's getting involved philosophy encompasses an experience that is flexible, initiative-driven, meaningful and extremely rewarding.

As a 100% volunteer-based organization, Givology depends solely on its supporters and networks to carry out its mission and goals. What makes Givology unique is the fact that we are able to accomplish our goal of democratizing education through the aggregation of volunteer efforts. We function because individuals like you are able to dedicate your unique skills and time to helping shape the future of Givology. As indispensable contributors to our work, volunteers are welcome to join us in any way they can.



**Starfish One By One Student Studying (Guatemala)**

individual volunteers can not only see how a project has impacted and shaped their own lives, but also see clearly how their project has changed the lives of students across the world. Our volunteers have creative license to participate in a variety of campaigns and projects, from writing newsletter articles, translating student letters, and assisting with social media to helping connect our organization with new potential field partners. We welcome volunteers of all ages and backgrounds.

Evelyn Yeung – our Chief Talent Officer at Givology – spotlights Olivia Wyllie as one of our extraordinary volunteers for 2012: *"Olivia's work on Givology's 12/12/12 Campaign, a fundraising effort to celebrate our new website and the start of 2013, was truly phenomenal. Working closely with other interns, her main task involved core team motivation to engage our volunteer base. She provided tips for individual fundraising, reminders for set targets and came up with friendly competitions for the top fundraisers of the week. We're very lucky to have fantastic volunteers like Olivia join our team to spread the word and reach out to our community!"*

*In Olivia's words: "The organization's general atmosphere is one that is welcoming and has allowed me to gain skills in an area that I feel very passionate about. I am able to work closely with all members of the team and I'm given the opportunity to offer my opinion and work in all aspects of operations, such as social media or research. This inclusive approach has given me nothing but positive experiences and I look forward to the year to come"*



## Getting Involved

As a 100% volunteer driven organization, our success and growth depends on those who dedicate their time, passion, and expertise to growing Givology. Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, there are many ways to get involved. For a full listing of opportunities available, please visit the "Get Involved" section of our site at: <http://www.givology.org/get-involved/>. Below are some just some highlights. We have volunteers of all ages and backgrounds, and welcome anyone and everyone to get involved in some capacity!



A group of Boy Scouts are helping spread the word of Givology—what does education mean.



Graduation ceremony for students at the Cercle Social Foundation

posted in our "Notes from the Field" journal, sending gift certificates, utilizing our "Spread the Word" function, and sending a message of support to our students and projects.

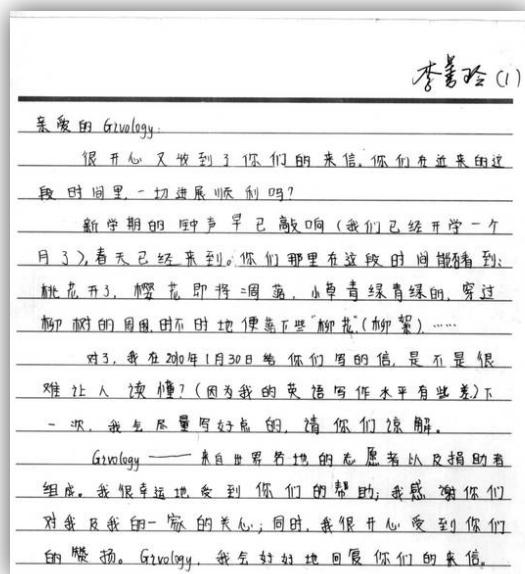
Even if you don't donate, simply reading student updates (<http://www.givology.org/blogs/students>) and project updates (<http://www.givology.org/blogs/projects>) allows you to peer into and better understand the lives of students in villages across the world. Awareness is the first step to making a difference. Through our site, you can learn more about the challenges students face across the globe and the grassroots work our partners carry out to help empower children.

## Write a Message to a Student

As many of you know, the most unique factor about Givology is that donors can directly message our students and read their updates online regularly. You can form real relationships with the students, acting as mentors and

## Register as a Donor and Participate in our Online Community

Givology's success relies on the collective power of small impact donations. Please register and donate today at <http://www.givology.org>. Our goal is to make giving a very interactive and meaningful act. As a result, we highly recommend you to complete a full profile on Givology and take advantage of our interactive web functions, such as joining a Giving team, posting blog messages, commenting on interesting articles and reflections



The letters that we receive from the students we help inspire us each day.



sharing stories about your life. Simply by telling a student a little about yourself, your family, or your job, you are opening their minds to new ideas and inspiring them to work hard and stay in school. A student is simply less likely to become disengaged from school and drop out if she knows that people all over the world sincerely want her to continue her education.



Colombia students drew pictures and wrote about their native country. Givology works to collect words of encouragement back to them!

Our letter writing campaign has expanded and grown. Our goal is simple: **one letter per child**. We want each and every student on Givology to know that we care, not just as a faceless organization, but as fellow and former students. To learn more about messaging and our letter campaign, please read our section below ("Message about Messaging"), which highlights details and suggestions to get started.

## Follow us on Twitter, Facebook, Linked-in, and Google+

Givology (@Givology) is on Twitter! Follow us to get updates on Givology and news on nonprofit, education, social entrepreneurship and more. Retweeting Givology's tweets is a great way to help Givology expand its network. You can also find us on Facebook, Linked-in, and Google+ – great resources for exciting updates, event notifications, and meeting other Givologists who share your passion for making a difference.



Follow @Givology!



The Greater China Club held a mooncake sale to raise funding for Peach Foundation students

## Volunteer

Whether you have 5 minutes, 2 hours, or an unlimited amount of time to dedicate to Givology, volunteering is a great way to get involved. Join us in one of the following functions: Outreach/Marketing, Fundraising/Sponsorship, Research, Technology or Translation. Our volunteers play a tremendous role in helping us build our network.

Please visit our volunteering page to learn more about the projects and opportunities currently available at:  
<http://www.givology.org/get-involved/volunteer/>

In particular, if you have professional experience in graphics, web development, finance, accounting, marketing, public relations, and communications, we'd very much appreciate your support! We welcome volunteers of all ages, background, and location – the majority of the work can be coordinated online.

### Internships

An internship at Givology provides a hands-on experience in non-profit management and strategy. Interns work closely with members of the Givology executive team, and have the opportunity to gain practical skills in public relations, marketing, communications, fundraising, finance, technology management, and translation, among other functions. Internship applications are accepted throughout the year, and there is no minimum or maximum age requirement. We've had some really outstanding interns over the years, each bringing their talents, creativity, and fresh perspective. Interns not only assist with existing Givology projects, but also have the opportunity to lead an initiative on their own and to make their own mark on our organization.

Givology offers two types of internships – a Research internship program that focuses on identifying grassroots partners and contributing to the body of knowledge on Givology's online community, and a Development internship that provides experiences in non-profit project management and execution. We've discovered that some of our best interns become core team members who end up leading Givology over time. To learn more about our internship program, visit:

<http://www.givology.org/get-involved/internships/>

### Fellowships

Each year, Givology sends a group of research fellows to the sites where we have partner presence. Fellows serve as our field contact in conducting research on rural education and due diligence on transferred donations. Our fellows are witnesses to the impact of Givology donations received to support the education of an individual student or an entire community, while assisting our grassroots partners with their work. To learn more about the fellowship program, please visit: <http://www.givology.org/get-involved/fellowships/>. Applications are accepted on a rolling deadline, though placement opportunities vary throughout the year. We encourage early applications to allow us sufficient time for planning. Even though we are unable to compensate fellows for their travel expenses, we assist with logistics support and connect our fellows to grant opportunities.



Stephen created a touching YouTube video and an Independence Day Twitter Contest . Visit our Givology Video Challenge channel at: <http://www.youtube.com/user/GivologyContest>



Ankit visited the Asha Foundation and worked with local community organizers to help the children of the village.

The stories, experiences, and reflections of our past fellows can be found in the "Notes from the Field" section of our journal. From observing post-tsunami reconstruction efforts in Sri Lanka to setting up a one



laptop per child initiative in Cameroon, our fellows are out in the field tackling complex issues in the delivery of education. This past year, we had fellows visit the Circle of Peace School in Uganda, the Asha Foundation in Bihar, India, among other locations. Our fellows very much welcome your feedback, questions, and comments on their writings, which can be found in the Journal link above. By sharing their experiences abroad, our fellows bring the work of our grassroots partners to you, our donor community. Not everyone has an opportunity to travel; as such, we truly value the sharing of experiences.



**Our New York City Chapter held their annual benefit for Givology at Griffin.**

Plus, it's fun to organize a event with friends to share good times together, while simultaneously making a difference. Some potential event ideas include holding a poker night, house party, promises auction, brunch, among many other activities. There is no event too small – every little bit counts.

Creative ideas are very much welcome! In the past, we had supporters run races, organize a dance-a-thon, host a series of informal dinners, plan young professional open-bar nights, conduct letter writing sessions, hold a Moon cake sale, and coordinate a Philadelphia food night. Please refer to our chapter guidebook for more suggestions on fun, creative events to hold, which can be found at: <http://www.givology.org/get-involved/start-chapter/>.

### Host a Givology Event or Fundraiser

A Givology event is any occasion that spreads awareness of Givology, raises funds for Givology, and/or engages members of your local community in an activity that promotes education. Hosting an event is an opportunity for anyone to educate, inspire and motivate his or her community to contribute their part.



**The Seoul Korea Givology Chapter dedicated to bring their community together by hosting a Youth Assembly to teach youth about youth rights abuse in Pakistan.**



**From the Brooklyn Flea Market, one of our collaborators - Temporary Tattoo Project - hosted a stand and sold art for a cause – this time, offline!**

We welcome all individuals with event and fundraiser ideas to contact us.

Please email Joyce Meng at [joyce.meng@givology.org](mailto:joyce.meng@givology.org) with a short self-introduction and a brief description of the event you are envisioning, and we'll provide our full support to help you get started!



## Start a Chapter

Givology Chapters are volunteer-driven organizations that are affiliated with Givology. In support of Givology's mission, Givology Chapters recruit their own volunteers, establish their own goals, and devise their own plan to make a difference, with the full support of the Givology team. Givology chapters not only contribute by raising funding to support community-driven education initiatives and student scholarships, but also identify strategic partnerships for Givology and increase awareness locally about issues confronting education in the developing world.



fundraising, identification of partnerships, research, technology, and translation. To date, 16 Givology chapters have been formed across the world at the high school, university, and regional level. Chapters are crucial extensions of our network, as they carry out the work of Givology in schools and communities. Even though we are an online giving marketplace, we remain fully committed to developing our chapters as ambassadors of our organization – young people motivated to make a difference.

To learn more about Givology chapters, please visit: <http://givology.org/get-involved/start-chapter/>

Starting a Givology chapter is a great way to make an impact in your local community.

Chapters assist across a broad spectrum of activities, including marketing and outreach,



**Seoul Korea Chapter held many microfundraisers to raise money for partners who support technology in schools like Cercle Social**

## Our 2011-2012 Volunteers Update

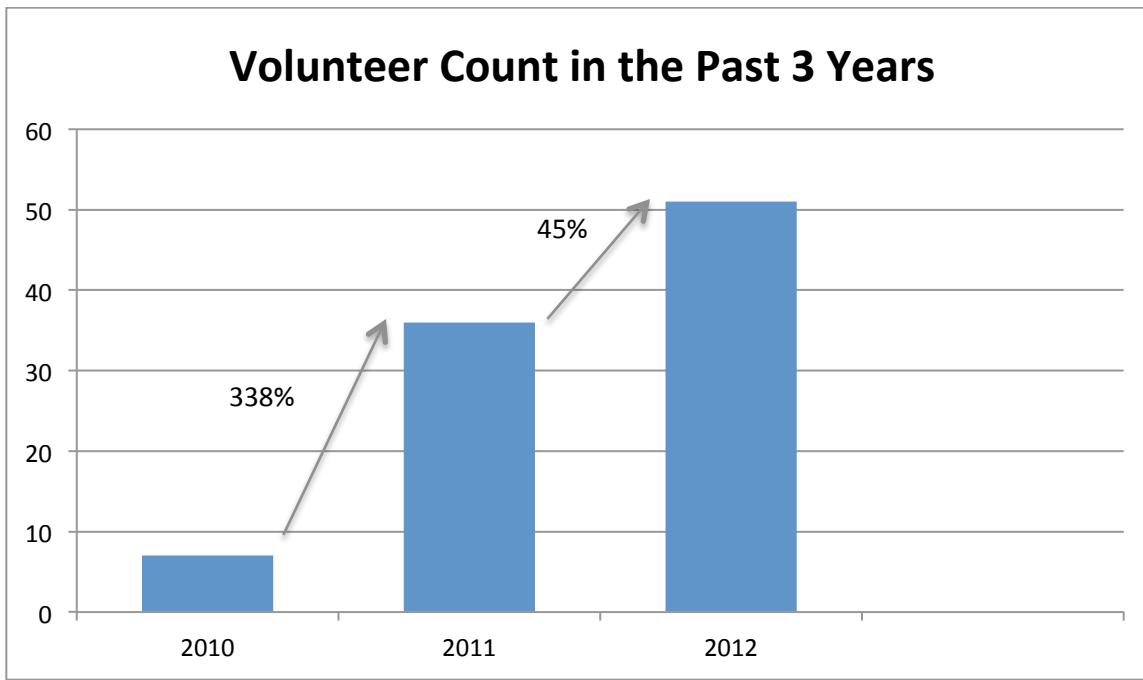
This past year, our volunteer network grew to the largest size in Givology's history, as shown in the charts below. Once again, we hit a new record with interns working within our various departments, ranging from marketing and social media to finance to human resources. Utilizing the labor capital of our volunteers is essential to our success as an organization due to our completely volunteer-based structure. These volunteers and interns have worked on such projects as our 12/12/12 campaign, book publication and editing, translation, among other activities.

The team's current recruitment strategy is comprised of online marketing focusing on channels that target high school students. Specifically, we email high school guidance counselors, use websites such as idealist.org and university career services websites. Additionally, we ensure that we respond to applicants in a timely manner and quickly schedule interviews. By posting information about our internship offerings at these

more accessible locations and continuously expanding, we have consistently had an increasing number of applicants each year.

Givology's core team recruitment strategy is similar to the intern strategy but individualized for a focus on more skilled and experienced workers. These postings are more specific and clearly define team expectations and responsibilities for the role. We limit the media through which we advertise these positions and are more selective during the application process to ensure quality of performance. These positions require a minimum one year commitment as well. Our interns come from a wide variety of professional backgrounds and interests. To put some statistics to our volunteer base:

- **Gender:** Relatively balanced at 52% female and 48% male
- **Profession:** We have a young crowd! 67% high school students, 29% college age, and 4% working professional
- **Region:** as Givology grows, our presence geographically has extended as well. We are 59% East Coast, 33% Central, and 8% Pacific



### Campaign Spotlight: Givology's 60 Second Videos Campaign



Thinking of what can be done in 60 seconds, many trivial and insignificant things come to mind. The 60 Second Video Campaign, however, uses this short amount of time to feature inspiring leaders who are creating change in their communities and to motivate our viewers to do something in turn for their own community. At our Youtube channel (@Givology), we've compiled videos, pictures, stories, and artwork to create a collective and comprehensive definition of giving. Moreover, we're hoping to show that giving is not simply about financial contribution, but rather, it's about time, ideas, passion and a mindset. Each of the leaders we feature have a unique story and message to share.

From professors of prominent schools to founders of social enterprises to students engaged in volunteering, anyone, from anywhere and of any background, can be involved in giving and can have an interesting perspective or experience to share. So how can you add your view to the growing definition of "giving"? Watch a video on the Givology Youtube Channel (@givology), write a comment, share a video, or, even better, make your own and send to us!

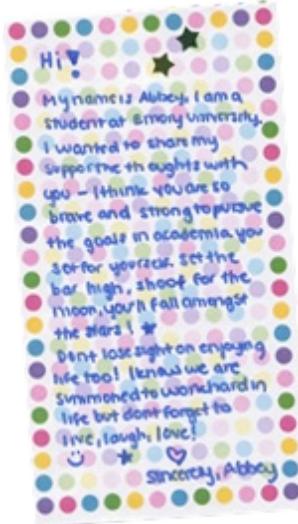
## Letters: A Message about Messaging

Throughout the year, donors have the opportunity to e-mail or handwritten messages of encouragement to Givology-sponsored students. We believe that simple phrases of support show our students that we are not just a faceless organization, but that we truly care about their achievements. And, not only do donors write letters, but thanks to our translation team, students post their responses to donor letters throughout each semester. This allows us to see a student's progress –whether getting an A on their first exam or excelling in an after-school sport. More importantly, it allows us to create real relationships with the students we assist.

This year at Givology we have received over 150 handwritten letters sent to students as well as over 55 electronic messages through the Givology website. With a total of over 500 messages to students and incoming messages since Givology's beginning in 2008, Givology will continue to challenge each of its donors to write one message per student we sponsor. This year our donor demographic expanded all the way to Australia and New Zealand. As we have expanded to over 44 partner organizations we look forward to continue creating relationships between our donors and students



Hear Rob Herzog, founder of ZogSports speak about how giving ought to be incorporated in daily life in a natural way



Throughout the fall of 2011, we have had an overwhelming response from our donors and students across the country. American students were particularly interested in the lifestyles of our students, always asking: what can we do to help? The mere idea of someone facing the challenges that our Givology students do prompted our Givologists to write encouraging letters. And, as many of us are students, we truly appreciate the value of an education. We know that education will take us anywhere. When asked why she wrote a letter, Sarah Fletcher, a Givologist and law student from Southern Australia says,

*"I was inspired to write a letter because reading the stories of the students inspired me and I hoped that my letter would help my student realise there was someone out there in the world who cared about them and wanted them to receive an education. The stories of the students are truly inspiring and reading their letters brings so much joy to my day. I hope my letters bring as much joy to the students as their letters bring to me."*

The responses from our Givology students have been equally heartening. From Kenya, Benson tells us about his reading and writing at school. From India, Divya sent us her letter this April excited about her teachers – she wants to become just like them! From Paraguay, Bernado expressed his desire to become a dentist to help those in his community. We are deeply touched that our students not only want to learn, but also seek to improve the world around them. We look forward to another year of inspiring students to achieve their goals through our online messages and letters.

### A Letter from Ran Haqing

Why write letters? We can give you many reasons, but the most compelling reason comes from the words of our students:

Dear Givology:

*My name is Ran Haiqing, a student who has been receiving your donations for many years. Please forgive me for not contacting you for years. I am really sorry about this. After I successfully graduated from my high school and got accepted by universities. I didn't let you down! Now I am a 1st year freshman at my university. Then, I finally have the courage to write to you. This is my first letter to you, with so much to say, even a thousand words and a million phrases cannot describe my gratitude. I can only say 'thank you so much'!*

*Without your help, I may already quit school and became a rancher back home. Maybe I am especially lucky, or maybe it was God's wish, I joined the Peach Foundation and received your generous donations. Then I can finish my high school and get accepted by an ideal university.*

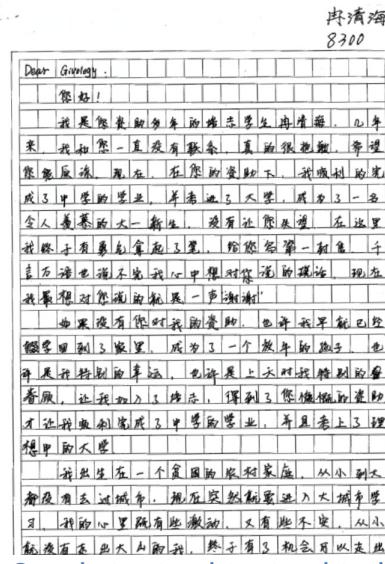
*I was born in a poor rural family. I have never been to big cities before. All of a sudden, now I am going to studying at a big city. I am really excited about it as well as nervous, as a kid never been out of the mountains, now I finally have the opportunity to go out. But sometimes I am worried about getting 'lost' with the bright lights. Then I was more concerned about living in such a city. My university tuition fee is more than 10,000RMB. This is an astronomical number for a poor family. I applied for the university loan. Finally we solved my tuition fee problem. I am very lucky to have your and the Peach Foundation's aids, otherwise, no matter how hard I try, despite all my dreams, I will not have the opportunity to accomplish them.*

*I really appreciate your help. You helped me to finish my high school when I was having difficulties. After that, you helped me to solve my worries for university.*

*If it is possible, I really want to express my gratitude just in front of you and say "Thank you so much" in person. My parents gave me my chance to live, but you gave me my meaning for being on this world! For helping me to learn! You are my other parent on the world! I guess you must be very busy, but please take good care of yourself. Please do not worry for kids like me too much, you must know that under your and the Peach Foundation's help, we have already grown up. We are more mature now. Someday, we will replace your role and we will help other children who are poor but are demanding knowledge. Because of you, we learnt to help and love others!*

*Now I am university student, I will have more spare time than when I was in high school. I hope we can keep in contact.*

*Yours sincerely, Ran Haiqing (Student from the Peach Foundation)*



**Our volunteer translators translate all letters to facilitate communication**

## Our Chapters

Chapters, whether started by high schools, universities, and even cities, are the cornerstone of Givology. We have chapters spanning from both coasts of the United States as well as internationally in countries like South Korea. In 2012, we saw Givology's presence expand from the East Coast with the revolutionary founding of two West Coast chapters. Chapters have raised thousands of dollars throughout the years in support of Givology's mission, truly uploading the "Give to Learn, Learn to Give" motto. Foundational to our non-profit organization, chapters across the world are liaisons that engage the local community and broaden its network of active supporters. Each unique chapter supports our mission by partaking in Givology's initiatives and campaigns, hosting awareness events, posting videos, reaching out through social media, writing blogs, and fundraising for students and Givology's partners. Chapters are crucial as they expand Givology's geographic presence and provide new ideas and feedback for Givology to grow. The options are endless in terms of what chapters can do to support Givology, and each chapter can choose what objective it wishes to take.

If you are interested in starting a chapter, please contact Liu Jiang ([liu.jiang@givology.org](mailto:liu.jiang@givology.org)) or Coulter King ([coulter.king@givology.org](mailto:coulter.king@givology.org)).

### Chapter Spotlight: UC Berkeley

**Ronak Ahir, President**

Givology at UC Berkeley was started in September by a group of dedicated freshmen that noticed the absence of awareness and initiative amongst the Berkeley community in the realm of education in third-world countries and non-traditional communities. As a result, we launched the first university chapter on the West Coast. In just a month, we got sponsorship by the ASUC (Associated Students of the University of California, otherwise known as the student government at UC Berkeley). The greatest hardship for the chapter was spreading knowledge about the existence of Givology, since it gets less attention on the West Coast as compared to the East Coast. By using vital social media components such as Facebook, we were able to garner the outreach necessary to gain attention as a student organization and enough credibility to attain sponsorship from Cal's student government.

In terms of fundraisers, the team at Berkeley participated and secured donations for the Givology's 12/12/12 campaign. For the coming semester, Givology at UC Berkeley plans to extend membership to several dozen members through a committee process. We are also currently securing a Berkeley Haas professor for Givology's Board of Directors. Beyond Berkeley-specific campaigns and a fundraiser at a local sandwich shop, we will be running two community service projects in the community of Berkeley that members will develop and execute on their own.

On a separate wing, we've initiated relationships with several businesses in the Bay Area/Silicon Valley and hope to gain sponsorships in the future from these companies. A committee on finance will be formed to foster further relationships and obtain support from companies located near UC Berkeley.

Givology at UC Berkeley intends not only to raise funds for education projects abroad but to also teach students at Cal the importance of learning to give back to the community while growing as individuals and community leaders through the whole process. We hope to live up to the Givology standards of "give to learn, learn to give."



We strongly believe that time is often more valuable than money! Our chapters are

## Contact Us

As a 100% volunteer-driven organization, we depend on our network of global supporters to help us grow, forge new connections, and make an impact. We'd love to hear from you – comments, suggestions, ideas, and questions are highly appreciated.

## Givology Executive Team

### Joyce Meng

Chief Executive Officer

[joyce.meng@givology.org](mailto:joyce.meng@givology.org)

### Jennifer Q. Chen

President

[jennifer.chen@givology.org](mailto:jennifer.chen@givology.org)

### Jonathan Lee

Chief Financial Officer

[jonathan.lee@givology.org](mailto:jonathan.lee@givology.org)

### Ashley Bernard

Chief Marketing Officer

[ashley.bernard@givology.org](mailto:ashley.bernard@givology.org)

### Carl Mackey

Chief Technology Officer

[carl.mackey@givology.org](mailto:carl.mackey@givology.org)

### Liza Rafael

Media Director

[liza.rafael@givology.org](mailto:liza.rafael@givology.org)

### Liu Jiang

Chief Development Officer

[liu.jiang@givology.org](mailto:liu.jiang@givology.org)

Information about our other team members and supporters can be found at the following link:

<https://www.givology.org/team/>

## Board of Directors

### David Roberts

Senior Managing Director, Angelo Gordon

### Dr. Emily Hannum

Professor of Sociology, University of Pennsylvania

### Jay Nanduri

Principal Development Manager, Microsoft

### Katherine Torrington

Manager, FINCA International

### Coulter King

Chapters Coordinator

[coulter.king@givology.org](mailto:coulter.king@givology.org)

### Jane Yoo

Creative Director

[jane.yoo@givology.org](mailto:jane.yoo@givology.org)

### Evelyn Yeung

Chief Human Resources Officer

[evelyn.yeung@givology.org](mailto:evelyn.yeung@givology.org)

### Elise Jun

Chief Information Officer

[elise.jun@givology.org](mailto:elise.jun@givology.org)

### Stephany Yong

Director of Special Projects

[stephany.yong@givology.org](mailto:stephany.yong@givology.org)

### Rachel Chuang

Director of Special Projects

[rachel.chuang@givology.org](mailto:rachel.chuang@givology.org)

### Amy Chen

Community Manager

[amy.chen@givology.org](mailto:amy.chen@givology.org)

### Gene Wade

CEO and Co-Founder, Platform Learning

### Dr. Bhavna Shyamalan

Philanthropist

### M. Night Shyamalan

Film Director, Philanthropist

### Professor Chris Armstrong

Assistant Professor of Account, Wharton

Givology is actively seeking additions to our board of directors. If you are interested in being involved in a board capacity, please contact Joyce Meng at [joyce.meng@givology.org](mailto:joyce.meng@givology.org).